



Syllabus

() Course Name in Chinese	全球品牌經營與管理實務			/ Academic Year/Semester	113/2
() Course Name in English	Global Brand and Management Case Study				
Course Code	IB__33230	Department & Year	學三	Course-Offering Department	國際企業學系
Type	學程 Program	/ Credit(s)/Hour(s)		3.0/3.0	
Instructor	/夏締青				
Prerequisite					
Course Description					
The course aims to provide students with basic knowledge of international brand management. The course introduces students with principles of branding, brand equity, and the brand management. By the end of the semester, students are expected to acquire the basic understanding of how brands play in building a firm. It is expected that students would be able to build the brand strategy of a firm for a domestic and international market.					
Course Objectives					
本課程目標在幫助同學認識全球品牌經營與管理的基礎理論與知識，因此課程主軸將包含學理架構介紹、品牌產品成本效益分析、品牌定位、品牌信任以及品牌專屬資產的建立等議題，此外將輔以適當的實務個案討論，讓同學能藉由實務案例分析，進一步將本課程的知識加以吸收、融會與運用。					
Basic Learning Outcomes					Correlation between Course Objectives and Dept.'s Education Objectives
A	具備國際企業管理之知識與能力。Students will have basic knowledge of international business.				●
B	具備邏輯思考、問題分析與解決之能力。Students will be able to identify, analyze and solve business problems with logical thinking.				●
C	具備溝通協調與團隊合作之能力。Students will be able to demonstrate effective communication, coordination and teamwork skills.				●
D	具備國際觀及外語溝通之能力。Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.				
E	具備創新、創業之思維與能力To build a the concept and ability for innovation and entrepreneurshi				○
F	具備服務設計與產業分析之能力。Students will be able to demonstrate the basic abilities for service design and industry analysis.				○
G	具備國際企業倫理之素養。Students will be able to identify and understand the importance of ethical decision making for international business.				○
Illustration ● Highly correlated ○ Moderately correlated					
Teaching Schedule & Content					
Week	Subject/Topics				Remarks
1	Introductory Class				

2	Brands and brand management	
3	Customer based brand equity	
4	Activity/Movie Class	
5	Brand resonance and Brand elements	
6	Marketing program for building brand equity	
7	Integrating marketing communication	
8	Activity/Movie Class	
9	期中考試週 Midterm Exam	
10	Secondary brand associations and Brand equity measurement	
11	Sources of brand equity	
12	Outcomes of brand equity	
13	Activity/movie Class	
14	Brand extensions and naming	
15	Managing brands over time	
16	International branding	
17	Report presentation	
18	Supplementary Teaching	

Teaching Strategies

- ☒ 課堂講授 Lecture
 ☒ 分組討論 Group Discussion
 ☐ 參觀實習 Field Trip
 ☒ 其他 Miscellaneous: Presentations, Project

Teaching Self-Evaluation

創新教學(Innovative Teaching)

- ☒ 問題導向學習(PBL)
 ☐ 團體合作學習(TBL)
 ☒ 解決導向學習(SBL)
 ☐ 翻轉教室 Flipped Classroom
 ☐ 磨課師 Moocs

社會責任(Social Responsibility)

- ☒ 在地實踐 Community Practice
 ☐ 產學合作 Industry-Academia Cooperation

跨域合作(Transdisciplinary Projects)

- ☒ 跨界教學 Transdisciplinary Teaching
 ☐ 跨院系教學 Inter-collegiate Teaching

- ☐ 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

Grading & Assessments									
Items	Percentage	Assessments							
平時成績(含出缺席) General Performance (Attendance Record)	10%								
期中考成績 Midterm Exam	20%								
期末考成績 Final Exam	30%								
作業成績 Homework and/or Assignments	20%								
其他 Miscellaneous (Presentation)	20%								
Grading & Assessments Supplemental instructions									
Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)									
Strategic Brand Management, 5E, Keller & Swaminathan, Pearson									
(,) Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.)									
(Supplemental instructions)									