



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	全球品牌經營與管理實務			學年/學期 Academic Year/Semester	114/2				
課程名稱(英文) Course Name in English	Global Brand and Management Case Study								
科目代碼 Course Code	MSF_10440	系級 Department & Year	學三	開課單位 Course-Offering Department	管理科學與財金國際學士 學位學程				
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)		3.0/3.0					
授課教師 Instructor	/夏締青								
先修課程 Prerequisite									

課程描述 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.

課程目標 Course Objectives

Brand is a critical asset of the firm. A successful global brand needs continuous investment and management efforts. This course aims to provide students with necessary knowledge and skills on how to develop a global brand. Basic concepts, theories and tools for developing successful brands are introduced in this course. Thus students will learn how to brand a new product and apply brand knowledge and skills to craft proactive, creative and effective brand strategies and programs.

圖示說明Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

授課進度表 Teaching Schedule & Content

週次 Week	內容 Subject/Topics	備註 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	Holiday	
8	Integrating marketing communication	
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	

教 學 策 略 Teaching Strategies

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

教 學 創 新 自 評 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 Industy-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:

學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments						
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定
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%							

評量方式補充說明
Grading & Assessments Supplemental instructions

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Strategic Brand Management, 5E, Keller & Swaminathan, Pearson

課程教材網址(含線上教學資訊, 教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website (Including online teaching information.

Personal website can be listed here.)

其他補充說明 (Supplemental instructions)