

 國立東華大學
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	IB__33230	系級 Department & Year	學三	開課單位 Course-Offering Department	國際企業學系
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					
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。					
系專業能力 Basic Learning Outcomes					課程目標與系專業能力相關性 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 entrepreneurship				○
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.				○
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 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:

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	其他
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)									