



教學計劃表 Syllabus

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|------------------------------------|--|-----------------------------|----|------------------------------------|--------|--|--|--|--|
| 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 |
| 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)