

Tamkang University Academic Year 102, 1st Semester Course Syllabus

Course Title	GLOBAL BRAND MANAGEMENT	Instructor	JE-SHENG HUANG
Course Class	TLDXJ1A EXECUTIVE MASTER'S PROGRAM OF BUSINESS ADMINISTRATION (EMBA)IN INTERNATIONAL COMMERCE, 1A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
D e p a r t m e n t a l t e a c h i n g o b j e c t i v e s			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.</p> <p>III. To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.</p>			
D e p a r t m e n t a l c o r e c o m p e t e n c e s			
<p>A. Breeding professionals with expertise in general International Trade and International Business.</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education.</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.</p>			
Course Introduction	<p>Our primary objective is to provide a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management—the design and implementation of marketing programs and activities to build, measure, and manage brand equity.</p>		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,
A4-Organizing, A5-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	To build up an in-depth understanding of the concepts, frameworks, and theories that form and execute the global brand management activities effectively.	C2	AD
2	To develop analytical ability to study global brand management issues	C4	ABD
3	To evaluate the strategy implementation effectiveness on global brand management	C5	ACD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	To build up an in-depth understanding of the concepts, frameworks, and theories that form and execute the global brand management activities effectively.	Lecture, Discussion, Practicum	Practicum, Report
2	To develop analytical ability to study global brand management issues	Lecture, Discussion, Visit, Problem solving	Report, Participation
3	To evaluate the strategy implementation effectiveness on global brand management	Lecture, Discussion, Simulation, Problem solving	Report, Participation

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◆ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◆ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◆ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◆ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	102/09/16~ 102/09/22	Course Orientation	
2	102/09/23~ 102/09/29	Brands and Brand Management	
3	102/09/30~ 102/10/06	Customer-Based Brand Equity	
4	102/10/07~ 102/10/13	Brand Positioning	
5	102/10/14~ 102/10/20	Choosing Brand Elements to Build Brand Equity	
6	102/10/21~ 102/10/27	Designing Marketing Programs to Build Brand Equity	
7	102/10/28~ 102/11/03	Integrating Marketing Communications to Build Brand Equity	
8	102/11/04~ 102/11/10	Leveraging Secondary Brand Associations to Build Brand Equity	
9	102/11/11~ 102/11/17	case study (1)	
10	102/11/18~ 102/11/24	business visit	
11	102/11/25~ 102/12/01	Developing a Brand Equity Measurement and Management System	

12	102/12/02 ~ 102/12/08	Measuring Sources of Brand Equity: Capturing Customer Mind-Set	
13	102/12/09 ~ 102/12/15	Measuring Outcome of Brand Equity: Capturing Market Performance	
14	102/12/16 ~ 102/12/22	Designing and Implementing Branding Strategies	
15	102/12/23 ~ 102/12/29	Introducing and Naming New Products and Brand Extensions	
16	102/12/30 ~ 103/01/05	Managing Brands over Geographic Boundaries and Market Segments	
17	103/01/06 ~ 103/01/12	case study (2)	
18	103/01/13 ~ 103/01/19	Final report	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Strategic Brand Management: 4/e By Kevin Lane Keller 策略品牌管理·第三版·徐世同編譯·華泰文化出版		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other < case study > : 20.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		