

Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	BRAND MANAGEMENT	Instructor	HSU-HUA LEE
Course Class	TLQXM2A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	♦ Selective ♦ One Semester ♦ 3 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
I . Develop a business and management perspective for students. II. Train the professionals in the integrated fields of business and management. III. Cultivate the talents with both theory and practices in business and management.			
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			
A. Provide the basic knowledge of both theory and practices. B. Enhance the practical training for the current trends. C. Cultivate the ethics in business and management. D. Obtain the ability of analyzing industrial and business problems.			
Course Introduction	To learn the concept and application of brand management		

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 learn the concept and application of brand management	C3	A

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	To learn the concept and application of brand management	Lecture, Discussion, Practicum, Visit, Problem solving, speech	Practicum, Report, Participation, Discussion

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	108/02/18 ~ 108/02/24	The concept of brand management	
2	108/02/25 ~ 108/03/03	Brand management operation	
3	108/03/04 ~ 108/03/10	Brand management strategy	
4	108/03/11 ~ 108/03/17	Brand management project	
5	108/03/18 ~ 108/03/24	Brand management innovation	
6	108/03/25 ~ 108/03/31	Teaching and learning week	
7	108/04/01 ~ 108/04/07	Brand management improvement	
8	108/04/08 ~ 108/04/14	Case Study/ Visit company	
9	108/04/15 ~ 108/04/21	Mid-term Exam week	
10	108/04/22 ~ 108/04/28	Brand management marketing	
11	108/04/29 ~ 108/05/05	Brand management breakthrough	
12	108/05/06 ~ 108/05/12	Brand management example or speech and conference	

13	108/05/13 ~ 108/05/19	Brand management supply	
14	108/05/20 ~ 108/05/26	Brand management control	
15	108/05/27 ~ 108/06/02	Brand management speech	
16	108/06/03 ~ 108/06/09	Brand management performance or visit company	
17	108/06/10 ~ 108/06/16	The review of Brand management / visit company	
18	108/06/17 ~ 108/06/23	Final Exam week	
Requirement	Please join the conference in May, held by Department of Management Sciences, Tamkang University Pay attention to your attendance and participation		
Teaching Facility	(None)		
Textbook(s)	Brand Management, Operations Management		
Reference(s)	Brand Management Journal Papers		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 40.0 % ◆ Other < > : %		
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.		