

## Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	GLOBAL BRAND MANAGEMENT	Instructor	HSIAO, I-FAN
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH- TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
<p>Departmental Aim of Education</p>			
<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>			
<p>Subject Departmental core competences</p>			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:30.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:30.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:20.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:20.00)</p>			
<p>Subject Schoolwide essential virtues</p>			
<p>1. A global perspective. (ratio:30.00)</p> <p>2. Information literacy. (ratio:20.00)</p> <p>3. A vision for the future. (ratio:20.00)</p> <p>5. Independent thinking. (ratio:30.00)</p>			

Course Introduction	<p>The course provides concepts of global brand management, and to explain why brands are important.</p> <p>The class emphasizes the applications and tactics by means of realistic cases rather than formal theories. Students are expected to be capable of explaining how branding applies to real market and understand challenges and opportunities in brand management.</p>
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**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	To have basic understanding of brand management	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	1235	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Course introduction	
2	109/03/09 ~ 109/03/15	Brands and brand management	
3	109/03/16 ~ 109/03/22	Brand equity and brand positioning	
4	109/03/23 ~ 109/03/29	Brand resonance and the brand value chain	
5	109/03/30 ~ 109/04/05	Choosing brand elements	

6	109/04/06 ~ 109/04/12	Designing marketing programs	
7	109/04/13 ~ 109/04/19	Integrating marketing communications	
8	109/04/20 ~ 109/04/26	Leveraging secondary brand associations	
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	Developing a brand equity measurement and management system	
11	109/05/11 ~ 109/05/17	Measuring sources and outcomes of brand equity	
12	109/05/18 ~ 109/05/24	Brand architecture strategies	
13	109/05/25 ~ 109/05/31	Introducing and naming new products and brand extensions	
14	109/06/01 ~ 109/06/07	Managing Brands	
15	109/06/08 ~ 109/06/14	Group presentation	
16	109/06/15 ~ 109/06/21	Group presentation	
17	109/06/22 ~ 109/06/28	Final Exam Week (Date:109/6/18-109/6/24)	
18	109/06/29 ~ 109/07/05	Supplementary teaching	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Strategic Brand Management - Building, Measuring, and Managing Brand Equity (4th Edition), by Kevin Lane Keller		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 %   ◆ Mark of Usual : 20.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : % ◆ Other (Group presentation) : 30.0 %		

Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p>※ <b>Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>
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