

## Tamkang University Academic Year 109, 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>
Relevance to SDGs	SDG8 Decent work and economic growth SDG10 Reducing inequalities SDG16 Peace, justice and strong institutions SDG17 Partnerships for the goals		
<b>Departmental Aim of Education</b>			
<ul style="list-style-type: none"> <li>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</li> <li>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.</li> <li>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.</li> </ul>			
<b>Subject Departmental core competences</b>			
<ul style="list-style-type: none"> <li>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:30.00)</li> <li>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:30.00)</li> <li>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:20.00)</li> <li>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:20.00)</li> </ul>			
<b>Subject Schoolwide essential virtues</b>			
<ul style="list-style-type: none"> <li>1. A global perspective. (ratio:30.00)</li> <li>2. Information literacy. (ratio:20.00)</li> <li>3. A vision for the future. (ratio:20.00)</li> <li>5. Independent thinking. (ratio:30.00)</li> </ul>			

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	Students are expected to have logical understanding toward global 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	110/02/22 ~ 110/02/28	Introduction to global brand management	
2	110/03/01 ~ 110/03/07	No Class - 228 Memorial Day (Compensatory leave)	
3	110/03/08 ~ 110/03/14	Developing brand strategies ; Arranging students for group	
4	110/03/15 ~ 110/03/21	Brand equity and brand positioning	

5	110/03/22 ~ 110/03/28	Brand resonance and the brand value chain	
6	110/03/29 ~ 110/04/04	Building brand equity I : choosing brand elements	
7	110/04/05 ~ 110/04/11	No Class - Tomb Sweeping Day (Compensatory leave)	
8	110/04/12 ~ 110/04/18	Building brand equity II : designing marketing programs	
9	110/04/19 ~ 110/04/25	Building brand equity III : Integrating marketing communications	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Brand equity measurement and management I : introduction	
12	110/05/10 ~ 110/05/16	Brand equity measurement and management II : capturing customer mind-set	
13	110/05/17 ~ 110/05/23	Brand Architecture Strategies ; Brand management over geographic boundaries	
14	110/05/24 ~ 110/05/30	Group presentations - Senior students	
15	110/05/31 ~ 110/06/06	Group presentations	
16	110/06/07 ~ 110/06/13	Group presentations	
17	110/06/14 ~ 110/06/20	No Class - Dragon boat festival	
18	110/06/21 ~ 110/06/27	Final Exam Week	
Requirement	1: Don't be late 2: Respect others 3: Implementing anti-epidemic policy 4: Roll call will be made every week due to the real-name system policy under covid-19 pandemic		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Strategic Brand Management - Building, Measuring, and Managing Brand Equity (5th Edition), by Kevin Lane Keller, Vanitha Swaminathan, ISBN : 9781292314969		
References	Advertising & IMC: Principles & Practice,11th Edition (GE), Sandra Moriarty,Nancy Mitchell,William D. Wells,Charles Wood, William Wells		
Number of Assignment(s)	1 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 %   ◆ Mark of Usual : 10.0 %   ◆ Midterm Exam : 35.0 % ◆ Final Exam : % ◆ Other 〈Group presentation〉 : 35.0 %		

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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