

Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	GLOBAL BRAND MANAGEMENT	Instructor	TSAI, YI-YING
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
Departmental Aim of Education			
<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>			
Subject Departmental core competences			
<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>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:15.00)</p> <p>2. Information literacy. (ratio:12.00)</p> <p>3. A vision for the future. (ratio:18.00)</p> <p>4. Moral integrity. (ratio:20.00)</p> <p>5. Independent thinking. (ratio:20.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:5.00)</p>			

7. A spirit of teamwork and dedication. (ratio:5.00)

8. A sense of aesthetic appreciation. (ratio:5.00)

Course
Introduction

To oversee the trend and foresee the development of global marketing strategies, and to produce the graduates with expertise in the fields of international business.

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	1. Global perspective 2. Information literacy 3. Vision for the future 4. Creative thinking	Cognitive
2	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	12345678	Lecture, Discussion, Publication	Testing, Discussion(including classroom and online), Report(including oral and written)
2	A	15	Lecture, Publication	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule			
Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Course introduction	
2	111/09/12 ~ 111/09/18	Developing a brand strategy	
3	111/09/19 ~ 111/09/25	Brand resonance and the brand value chain	
4	111/09/26 ~ 111/10/02	Choosing brand elements to build brand Equity	
5	111/10/03 ~ 111/10/09	Integrating Marketing Communications to build brand equity	
6	111/10/10 ~ 111/10/16	Branding in the digital Era	
7	111/10/17 ~ 111/10/23	Branding in the Digital Era	
8	111/10/24 ~ 111/10/30	Leveraging Secondary Brand Associations to Build Brand Equity	
9	111/10/31 ~ 111/11/06	Developing a brand Equity Measurement and Management System	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Measuring Sources of Brand Equity: Capturing Customer mind-set	
12	111/11/21 ~ 111/11/27	Measuring Outcomes of Brand Equity: Capturing Market Performance	
13	111/11/28 ~ 111/12/04	Designing and Implementing Brand Architecture Strategies	
14	111/12/05 ~ 111/12/11	Introducing and Naming New Products and Brand Extensions	
15	111/12/12 ~ 111/12/18	Managing Brands Over Time	
16	111/12/19 ~ 111/12/25	Managing Brands Over Geographic Boundaries and Market Segments	
17	111/12/26 ~ 112/01/01	Case Study	
18	112/01/02 ~ 112/01/08	Final Exam Week	
Requirement		1: Don't be late 2: Respect others 3: Implementing anti-epidemic policy	

Teaching Facility	(None)
Textbooks and Teaching Materials	Keller-Strategic Brand Management/5e/2020
References	
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other < > : %</p>
Note	<p>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.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>