

## Tamkang University Academic Year 112, 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"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
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

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)

**Course Schedule**

Week	Date	Course Contents	Note
1	112/09/11~ 112/09/17	Course introduction	
2	112/09/18~ 112/09/24	Developing a brand strategy	

3	112/09/25 ~ 112/10/01	Brand resonance and the brand value chain	
4	112/10/02 ~ 112/10/08	Choosing brand elements to build brand Equity	
5	112/10/09 ~ 112/10/15	Integrating Marketing Communications to build brand equity	
6	112/10/16 ~ 112/10/22	Branding in the digital Era	
7	112/10/23 ~ 112/10/29	Branding in the Digital Era	
8	112/10/30 ~ 112/11/05	Leveraging Secondary Brand Associations to Build Brand Equity	
9	112/11/06 ~ 112/11/12	Midterm Exam Week	
10	112/11/13 ~ 112/11/19	Group Presentation	
11	112/11/20 ~ 112/11/26	Measuring Sources of Brand Equity: Capturing Customer mind-set	
12	112/11/27 ~ 112/12/03	Measuring Outcomes of Brand Equity: Capturing Market Performance	
13	112/12/04 ~ 112/12/10	Designing and Implementing Brand Architecture Strategies	
14	112/12/11 ~ 112/12/17	Introducing and Naming New Products and Brand Extensions	
15	112/12/18 ~ 112/12/24	Managing Brands Over Time	
16	112/12/25 ~ 112/12/31	Managing Brands Over Geographic Boundaries and Market Segments	
17	113/01/01 ~ 113/01/07	Final Exam Week	
18	113/01/08 ~ 113/01/14	Flex week, learning activities should be arranged.	
Key capabilities	Information Technology Problem solving		
Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)		
Distinctive teaching	Industry-university collaboration courses		

Course Content	Gender Equality Education Logical Thinking
Requirement	1: Don't be late 2: Respect others 3: Implementing anti-epidemic policy
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts
References	
Grading Policy	◆ Attendance : 20.0 %   ◆ Mark of Usual : 20.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other ( ) : %
Note	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> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>