

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	BRAND MANAGEMENT AND MARKETING	Instructor	TZU-HSIEN WU
Course Class	TAMAM1A MASTER'S PROGRAM, DEPARTMENT OF MASS COMMUNICATION, 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG11 Sustainable cities and communities SDG12 Responsible consumption and production		
Departmental Aim of Education			
I. To cultivate communication professionals highly skilled in industry analysis, planning, and marketing of cultural and creative industries. II. To train communication professionals highly skilled in conducting information research and in cross-media innovation applications.			
Subject Departmental core competences			
A. Excellence in Ethics and Morality: to demonstrate the capacity to integrate the ethics and social responsibility in the field of communication.(ratio:15.00) B. Excellence in Research and Analysis: to demonstrate the capacity to undertake systematic collection, interpretation, analysis, and research of information and their related issues;(ratio:20.00) C. Excellence in Independent Thinking: to demonstrate the capacity to independently identify, analyze, and provide solutions to issues in the field of communication;(ratio:20.00) D. Excellence in the Synthesis of Theory and Practice: to demonstrate the capacity to apply communication theories and methods to design and to execute communication projects;(ratio:25.00) E. Excellence in Innovation: to demonstrate the capacity to apprehend future trends and to innovate in cultural and creative industries as well as in cross-media research.(ratio:20.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:15.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:15.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00)			

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

8. A sense of aesthetic appreciation. (ratio:15.00)

Course Introduction

The course is primarily focused on hands-on project implementation, with theory learning as a supplement. Through "learning by doing," it guides students to master the core concepts of brand management and marketing, learn to develop brand strategies, conduct consumer research and insights, take stock and integrate resources, and consequently plan effective marketing communication strategies, as well as creative narrative implementation.

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 will be able to: 1. Understand and apply the core concepts of brand management and marketing 2. Cultivate the ability to plan brand strategies 3. Cultivate the ability to plan integrated marketing communications 4. Foster problem-oriented strategic thinking 5. Cultivate the ability to think innovatively and express creativity	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	Discussion, Publication, Practicum, Experience	Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule			
Week	Date	Course Contents	Note
1	114/02/17 ~ 114/02/23	課程說明	#表示學生需做導讀
2	114/02/24 ~ 114/03/02	Branding #	
3	114/03/03 ~ 114/03/09	Consumer insight #	*consumer insight作業說明
4	114/03/10 ~ 114/03/16	情境分析#	
5	114/03/17 ~ 114/03/23	品牌定位 核心價值、ICA	
6	114/03/24 ~ 114/03/30	品牌策略與行銷創意#	
7	114/03/31 ~ 114/04/06	***** 教學行政觀摩週	學生進度：品牌定位實作
8	114/04/07 ~ 114/04/13	品牌經營：內容配方實作與討論 1	
9	114/04/14 ~ 114/04/20	整合行銷傳播#	
10	114/04/21 ~ 114/04/27	品牌經營：內容配方實作與討論 2	
11	114/04/28 ~ 114/05/04	整合行銷傳播#	
12	114/05/05 ~ 114/05/11	品牌經營：內容配方實作與討論 3	
13	114/05/12 ~ 114/05/18	體驗與考察分析 大傳畢製為例	
14	114/05/19 ~ 114/05/25	品牌經營：內容配方實作與討論 4	
15	114/05/26 ~ 114/06/01	(1)品牌管理 執行成效、檢討：(2) Challenges facing brand communication #	
16	114/06/02 ~ 114/06/08	(1)品牌管理 迭代、策略調整; (2)	
17	114/06/09 ~ 114/06/15	期末報告	報告繳交：書面報告、簡報
18	114/06/16 ~ 114/06/22	線上遠距 學習反思	
Key capabilities		self-directed learning	
Interdisciplinary			

Distinctive teaching	Project implementation course
Course Content	Logical Thinking Sustainability issue
Requirement	<p># 修課同學請務必參加開學第一堂課程說明</p> <p>1.課綱會再微調更新，請以開學第一週課堂上公布的版本為準</p> <p>2.本課程屬性：重視實作經驗累積及背後的策略思考，非純理論課程</p> <p>3.課程期間，將依學生實作情況調整單元進度。</p> <p>4.病/事假出具假單者2次以下不扣分，病/事假請於下一次上課時補交假單，逾時不受理。如有病/事/公假相關之特殊情形請於學期第一堂課與任課教師討論，否則皆遵循此規則計分。</p> <p>5.期中、期末課堂報告未出席或未全程參與者，扣學期總成績10分。期中、期末課堂報告當週欲請病假者，須持地區醫院(含)以上之診斷說明書請假，並須自行提出補救方案，在授課教師核可該方案及執行成果後，方可免予扣分。</p> <p>6.點完名再進教室者即屬遲到。遲到等同於第一個小時缺席。</p>
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Textbooks, Handouts
References	<p>Kotler, P., Kartajaya, H., &&&Setiawan, I. (2023). Marketing 6.0: The Future is Immersive. John Wiley &&&Sons Singapore Pte.</p> <p>Danaher, P. J., et al.(2020). Advertising effectiveness for multiple retailer-brands in a multimedia and multichannel environment. Journal of Marketing Research, 57(3), 445-467.</p> <p>丁瑞華、楊偉顯 (2022) 。《品牌管理 4版》。台北：普林斯頓 (高立圖書) 。</p> <p>Dwivedi, A., &&Nayeem, T. (2023). Brand authenticity building effect of brand experience and downstream effects.</p> <p>葉明桂 (2017) 。《品牌的技術和藝術：向廣告鬼才葉明桂學洞察力與故事力》。台北：時報文化。</p> <p>de Regt, A., Plangger, K., &&Barnes, S. J. (2021). Virtual reality marketing and customer advocacy: Transforming experiences from story-telling to story-doing. Journal of Business Research, 136, 513-522</p> <p>Lee, D., &Ham, C. D. (2023). AI versus human. Journal of Interactive Advertising, 1-18.</p> <p>呂冠瑩 (2021) 。《廣告學概論：整合行銷傳播觀點(第二版)》。台北：滄海。</p> <p>Weber, Daryl著/戴至中譯 ([2016] 2017) 。《勾癮：創造品牌幻想·從心理學與腦神經科學解構行銷創意·觸發消費者渴望》。台北：日月文化/寶鼎。</p> <p>許子謙、米卡 (2018) 。《用行銷改變世界：品牌力背後觸動人心的商業洞察》。台北：大寫。</p> <p>高瑞訓、陳雅言 (2022) 。《ESG品牌創新六部曲》。台北：時報。</p>
Grading Policy	<p>◆ Attendance : 15.0 % ◆ Mark of Usual : 35.0 % ◆ Midterm Exam : 20.0 %</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>