

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	BRAND MANAGEMENT	Instructor	HSU-HUA LEE
Course Class	TLGBM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT, DEPARTMENT OF MANAGEMENT SCIENCES (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG3 Good health and well-being for people		
Departmental Aim of Education			
<ul style="list-style-type: none"> I. Develop a business and management perspective for students. II. Train the professionals in the integrated fields of business and management. III. Cultivate the talents with both theory and practices in business and management. 			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Provide the basic knowledge of both theory and practices.(ratio:30.00) B. Enhance the practical training for the current trends.(ratio:30.00) C. Cultivate the ethics in business and management.(ratio:20.00) D. Obtain the ability of analyzing industrial and business problems.(ratio:20.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:10.00) 			

Course Introduction	To learn the concept and application of brand management
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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 learn the concept and application 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	12345678	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	114/02/17 ~ 114/02/23	The concept of brand management	
2	114/02/24 ~ 114/03/02	Brand management operation	
3	114/03/03 ~ 114/03/09	Brand management strategy	
4	114/03/10 ~ 114/03/16	Brand management project	
5	114/03/17 ~ 114/03/23	Brand management innovation	

6	114/03/24 ~ 114/03/30	Teaching and learning week	
7	114/03/31 ~ 114/04/06	Brand management improvement	
8	114/04/07 ~ 114/04/13	Case Study/ Visit company	
9	114/04/14 ~ 114/04/20	Brand management marketing/ visit company	
10	114/04/21 ~ 114/04/27	Mid-term Exam week/ visit company	
11	114/04/28 ~ 114/05/04	Brand management breakthrough	
12	114/05/05 ~ 114/05/11	Brand management example or speech and conference	
13	114/05/12 ~ 114/05/18	Brand management supply or join management sciences conference in May at Tamkang U.	
14	114/05/19 ~ 114/05/25	Brand management control	
15	114/05/26 ~ 114/06/01	Brand management speech	
16	114/06/02 ~ 114/06/08	Brand management performance or visit company	
17	114/06/09 ~ 114/06/15	Final Exam week/ visit company	
18	114/06/16 ~ 114/06/22	Supplementary teaching: The review of Brand management / visit company	
Key capabilities	Problem solving		
Interdisciplinary	Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)		
Distinctive teaching	Project implementation course		
Course Content	Logical Thinking		
Requirement	Please join the conference in May, held by Department of Management Sciences, Tamkang University Pay attention to your attendance and participation		

Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Presentations
References	Brand Management Journal Papers
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 40.0 %</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>