

Tamkang University Academic Year 114, 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	◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
D e p a r t m e n t a l A i m o f E d u c a t i o n			
I . To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students. 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. 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.			
S u b j e c t D e p a r t m e n t a l c o r e c o m p e t e n c e s			
A. Breeding professionals with expertise in general International Trade and International Business.(ratio:30.00) B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:30.00) C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:20.00) D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:20.00)			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
1. A global perspective. (ratio:15.00) 2. Information literacy. (ratio:12.00) 3. A vision for the future. (ratio:18.00) 4. Moral integrity. (ratio:20.00) 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: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.		
<p>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
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	114/09/15 ~ 114/09/21	Course introduction		
2	114/09/22 ~ 114/09/28	Developing a brand strategy		

3	114/09/29 ~ 114/10/05	Brand resonance and the brand value chain	
4	114/10/06 ~ 114/10/12	Choosing brand elements to build brand Equity	
5	114/10/13 ~ 114/10/19	Integrating Marketing Communications to build brand equity	
6	114/10/20 ~ 114/10/26	Branding in the digital Era	
7	114/10/27 ~ 114/11/02	Branding in the Digital Era	
8	114/11/03 ~ 114/11/09	Leveraging Secondary Brand Associations to Build Brand Equity	
9	114/11/10 ~ 114/11/16	Midterm Exam Week	
10	114/11/17 ~ 114/11/23	Group Presentation	
11	114/11/24 ~ 114/11/30	Measuring Sources of Brand Equity: Capturing Customer mind-set	
12	114/12/01 ~ 114/12/07	Measuring Outcomes of Brand Equity: Capturing Market Performance	
13	114/12/08 ~ 114/12/14	Designing and Implementing Brand Architecture Strategies	
14	114/12/15 ~ 114/12/21	Introducing and Naming New Products and Brand Extensions	
15	114/12/22 ~ 114/12/28	Managing Brands Over Time	
16	114/12/29 ~ 115/01/04	Quiz	
17	115/01/05 ~ 115/01/11	Final Week of Diverse Assessments	Online Learning
18	115/01/12 ~ 115/01/18	Application of Marketing Databases	Online Learning
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.Please submit your assignments in the required format and before the deadline. Late submissions will not be accepted unless prior approval for special circumstances has been granted. 2.Please log in to the course platform (iClass) regularly to check announcements and submit assignments.
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts Using teaching materials from other writers:Worksheets
References	
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ 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 https://web2.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>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>