朝陽科技大學 097學年度第1學期教學大綱
Product and Brand Management 產品與品牌管理

當期課號	1585	Course Number	1585
授課教師	何晉瑋	Instructor	HO,CHING WEI
中文課名	產品與品牌管理	Course Name	Product and Brand Management
開課單位	行銷與流通管理系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	介紹產品與品牌管理相關的觀念和理論架構讓學生了解然後學習如何將其所學的理論知識應用在行銷策略的分析與發展。	Objectives	The course aims to introduce students to relevant concepts and frameworks upon which product and brand management is based. Knowledge of product and brand management theories will then be applied to the analysis and development of marketing strategies.
教材		Teaching Materials	
成績評量方式	出席率：10% 參與與討論：10% 期中個人書面報告：30% 期末小組專題(書面+口頭報告)：50%	Grading	Attendance : 10% Participation & Discussion: 10% Mid-term Individual Assignment: 30% Final Group Project (Report + Presentation): 50%
教師網頁	_		
教學內容	本課程包含三個主題，第一個主題是介紹產品與品牌的基礎觀念及其關係；第二個主題討論品牌管理之相關理論模型以及其對行銷策略的影響，且分析零售商品牌與製造商品牌之互動關係；第三個主題介紹產品管理的重要性以及對消費者的影響，並進一步集中在零售通路產業中的探討。 上課方式包括：課堂講授+分組實務演練（包含影片賞析、小組競賽、個案研究）。	Syllabus	This course includes 3 topics. The first topic is to introduce the fundamental concepts of Product and Brand and the relationships between them. The next topic reviews the relevant theories/models in Brand Management and discusses the influence to the marketing strategy, also analyse the relationship between retail brands and manufacturer brands. The last but not the least topic will mention the importance of Product Management and its influence to consumers, also considers the issue of retail product management. Teaching methods may involve a mixture of lectures and practical exercises in tutorials (including video studies, group competitions, and case studies).

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