朝陽科技大學 098學年度第2學期教學大綱
Product and Brand Management 產品與品牌管理

當期課號	1587	Course Number	1587
授課教師	李冠穎	Instructor	LEE,KUAN YIN
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)一B	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	主要讀本： □ 徐世同編譯，策略品牌管理(2008)，台北華泰書局。 參考書目： □ David Aaker (1996), Building Strong Brands, THE FREE PRESS □ David Aaker (1991), Managing Brand Equity, The FREE PRESS □ David Aaker & Erick Joachimsthaler (2000), Brand Leadership, THE FREE PRESS □ Lean-Noel Kapferer (1997) Strategic Brand Management-Creating and Sustaining Brand Equity Long Term, 2nd Edition, Kogan Page	Teaching Materials	□ 徐世同編譯，策略品牌管理(2008)，台北華泰書局。 □ David Aaker (1996), Building Strong Brands, THE FREE PRESS □ David Aaker (1991), Managing Brand Equity, The FREE PRESS □ David Aaker & Erick Joachimsthaler (2000), Brand Leadership, THE FREE PRESS □ Lean-Noel Kapferer (1997) Strategic Brand Management-Creating and Sustaining Brand Equity Long Term, 2nd Edition, Kogan Page
成績評量方式	小組個案報告與討論(20%) 期中考(25%) 期末考(25%) 期末報告(30%)	Grading	Case study & group discussion 20% Mid-term examine 25% Final examine 25% Final project 30%
教師網頁			
教學內容	Chapter 1&2 以顧客爲本的品牌權益 Chapter 3 品牌定位 Chapter 4 選擇品牌元素建構品牌權益 Chapter 5 設計行銷方案建構品牌權益 Chapter 6 整合行銷溝通建立品牌權益 Chapter 7 槓桿借用輔助品牌聯想建構品牌權益 期中考 Chapter 8 發展一組品牌權益衡量與管理系統 Chapter 9 衡量品牌權益來源：探取顧客的心智組合 Chapter 10 衡量品牌權益結果：探究市場績效 Chapter 11 設計與執行品牌建構策略 Chapter 12 產品命名與品牌延伸 Chapter 13 與時俱進的品牌管理 Chapter 14 跨地理區域與市場區隔的品牌管理 期末考	Syllabus	W1 Introduction to brands and brand management w2 ch1&2 Customer-based brand equity w3 ch3 Brand positioning w4 ch4 Choosing brand elements to build brand equity w5 ch5 Designing marketing programs to build brand equity w6 ch6 Integrating marketing communications to build brand equity w7 ch7 Leveraging secondary brand associations to build brand equity w8 1st exam. w9 ch8 Developing a brand equity measurement and management system w10 ch9 Measuring sources of brand equity: capturing customer mind-set w11 ch10 Measuring outcomes of brand equity: capturing brand performance w12 2nd exam. w13 ch11 Designing and implementing branding strategies w14 ch12 Introducing and naming new products and brand extensions w15 ch13 Manging brands over time w16 ch14 Managing brands over

			geographic boundaries and market segments w18 Final exam.

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