

國立台灣科技大學 114學年 第2學期 課程大綱

Spring 2026 NTUST Course Outline

授課教師：李嘉林

Instructor:CHIA-LIN LEE

課程名稱：品牌管理

Course Title : Management of Brand Equity

2026/5/6

課程代號： BA6204701 Course Code	必選修：選修/半學年 Required/Electve:Elective/Half Yr.
學分數： 3 Credits	先修課程： Prerequisites
節次教室： M5(MA-206) M6(MA-206) M7(MA-206) Time/Location	
專業核心能力： Core Professional Competencies	
課程網址： Course Website	
課程宗旨： The lecture aims to provide important concepts and strategy intent of brand management. Course Objectives	
課程大綱： 1.An overview of important branding concepts Outline of Lectures 2.Building up Customer-Based Brand equity (CBBE) 3.Selecting the elements of brand identity 4.Designing the activities of marketing mix 5.Establishing the strategies of digital branding 6. Identifying the relationship between branding and CSR	
授課方式： 講授 Lecture：60% Method of Instruction 分組討論 Group discussion：25% 案例研討 Case study：15% 操做練習 Practical exercises：0% 講授 Lecture：%	
教科書： Keller & Swaminathan/Strategic Brand Management 5e Textbooks	
參考書目： N/A References	
修課須知： It is a must to come in the first class Notice	
評量方式： Please refer to the Syllabus on Moodle Grading	
備註說明： N/A Notes	