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

2026/11/3

課程代號： BA6204701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	M5(MA-206) M6(MA-206) M7(MA-206)
專業核心能力： Core Professional Competencies	
課程網址： Course Website	
課程宗旨： Course Objectives	The lecture aims to provide important concepts and strategy intent of brand management.
課程大綱： Outline of Lectures	1.An overview of important branding concepts 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： Method of Instruction	講授 Lecture：60% 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： Textbooks	Keller & Swaminathan/Strategic Brand Management 5e
參考書目： References	N/A
修課須知： Notice	It is a must to come in the first class
評量方式： Grading	Please refer to the Syllabus on Moodle
備註說明： Notes	N/A