

102-2 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 國際品牌管理 | Serial No. / ID | 2772 / IBB2021 |
| Dept. | 國際企業管理學系 | School System / Class | 進修學士班3年1班 |
| Lecturer | 林淇宣 | Full or Part-time | 兼任 |
| Required / Credit | Optinal / 3 | Graduate Class | No |
| Time / Place | (四)ABC / B202 | Language | Chinese |

| Introduction |
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| <p>Brand Management is an important marketing issue. However, BM's basically still is built on the basic structure of marketing management, from relations point of view, interpersonal relationships, psychology, sociology to explore the various marketing activities, and therefore its scope, including planning, design, implementation and auditing issues.</p> |

| Outline |
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| <p>1. brand equity definition and applied scope. 2. brand knowledge framework. 3. brand elements. 4. use market program build brand equity. 5. use IMC to build brand equity. 6. brand association relate issues. 7. brand strategy: new product and brand extension. 8. brand management time and strategic.</p> |

| Prerequisite |
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| marketing |