

## 97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際品牌管理	Serial No. / ID	1191 / IBM4089
Dept.	國際企業管理學系	School System / Class	大學日間部4年1班
Lecturer	蔡翠旭	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(三)56 / B403 (四)4 / B403	Language	Chinese

Introduction
<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
<ol style="list-style-type: none"> <li>1. brand equity definition and appplied scope.</li> <li>2. brand knowledge framework.</li> <li>3. brand elements.</li> <li>4. use market program build brand equity.</li> <li>5. use IMC to build brand equity.</li> <li>6. brand association relate issues.</li> <li>7. brand strategy: new product and brand extension.</li> <li>8. brand management time and strategic.</li> </ol>

Prerequisite
marketing