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Gilmore、B. Joseph Pine II | 天下出版 |  |  | | 3 | 全球品牌大戰略－品牌先生施振榮觀點 |  | 天下出版 |  |  | | 4 | 台灣品牌競爭力：台灣企業從代工走向自創品牌的策略 | 洪順慶 | 天下出版。 |  |  | | 5 | 創造顧客感動的品牌管理 | 史祥恩、喬、惠勒著，郭菀玲譯 | 哈佛管理叢書 |  |  | | 6 | 滾動吧，品牌 | 邱志聖 | 天下出版 |  |  | | 7 | B2B品牌管理聖經 | Philip Kotler | 寶鼎出版 |  |  | | | | 上課方式 Teaching Method | 中 文 | 1. 五個場次有關「行銷與品牌管理」的教授講授。 2. 九個場次領域專家實務報告 + 教授詮釋。 3. 二個場次教授總整理、學生期中、期末報告 。 4. 一個場次標竿企業參訪 。 | | English |  | | 課程進度 Syllabus | 中 文 | |  |  | | --- | --- | | 1 | 國定假日　　 9/16 | | 2 | 行銷概論　 (陳萬來) 9/23 | | 3 | 行銷策略　　　　 　(官志亮) 9/30 | | 4 | 行銷組合與技巧　　　　　(官志亮) 10/7 | | 5 | 品牌管理I　　　　　　　　10/14 | | 6 | 品牌管理II　　　 10/21 | | 7 | 行銷與品牌講座(一) 　　　10/28 | | 8 | 行銷與品牌講座(二) 　　　11/4 | | 9 | 期中專題報告-行銷(PPT檔) (每組30分)11/11(陳萬來) | | 10 | 行銷與品牌講座(三) 　　　11/18 | | 11 | 行銷與品牌講座(四) 　　　11/25 | | 12 | 行銷與品牌講座(五) 　　　12/2 | | 13 | 行銷與品牌講座(六) 　　　12/9 | | 14 | 行銷與品牌講座(七) 　　　12/16 | | 15 | 行銷與品牌講座(八) 　　　12/23 | | 16 | 標竿企業參訪 12/30 | | 17 | 行銷與品牌講座(九) 1/6 | | 18 | 期末專題報告-品牌(PPT檔) (每組30分)1/13 (陳萬來) | | | English | |  |  | | --- | --- | | 1 |  | | 2 |  | | 3 |  | | 4 |  | | 5 |  | | 6 |  | | 7 |  | | 8 |  | | 9 |  | | 10 |  | | 11 |  | | 12 |  | | 13 |  | | 14 |  | | 15 |  | | 16 |  | | 17 |  | | 18 |  | | | 考試及成績計算方式 Evaluation | 中 文 | 1. 課堂參與：出席及上課討論參與 25％。 2. 專家報告個人心得（三篇）25％ 。 3. 期中、期末小組專題報告 50％ 。 | | English |  | | 參考網址 http:// |  | | | 備考： |  | | | | | | | | | | |  | |  |