

在 HHL 就讀

一所必須把自己當成準顧問人才看待的學校

雖然同為培育優秀商業人才的地方，HHL 相對於政大商學院在教學宗旨上有所不同的是，HHL 似乎又更為偏向將學生培育成“專業的顧問人才”。是的，在 HHL 中，你會發現不論是財務課程、經濟課程甚至是行銷企管相關課程，大家所呈現出來的投影片(PPT)皆為相當制式化的 HHL style，所謂 HHL style 就是每一張 Slide 都必須盡可能的將你所想表達的資訊給整理進去，並在每一頁的下方附上參考資料(如圖)。

A new brand introduction accounts for the management goal to address target groups effectively LEIPZIG-HALLE AIRPORT

	New brand introduction	Brand re-positioning
Impact on communication	<ul style="list-style-type: none">Introducing several brand attributes that enhance brand awareness and form strong customer brand associations	<ul style="list-style-type: none">Change position in the target customers' mind to occupy a meaningful and distinct competitive position
Impact on communication	<ul style="list-style-type: none">+ Symbols the changeStops perceived service mix-upBetter transfer of real USPClear differentiation in targeting different customer groups- Customer confusion in the beginningHigher communication effort necessary	<ul style="list-style-type: none">+ Keeping positive attributes of "old" brand (=familiarity)- "Old" negative attributes still in customers' mindOld brand not strong enough to be transferredDoes not adequately address different target groups

New Brand Introduction Matrix

ELEMENTS	DRIVERS		
	Structural e.g. M&A	Functional e.g. Legal Requirements	Strategic (Change Direction)
Name & Logo Change			X
Verbal Elements			X
Corporate Identity			X

A new brand introduction is preferred to a brand repositioning in order to effectively communicate the strategic positioning as a logistics partner to most promising target groups

Note: Elements in matrix not collectively exhaustive
Source: www.identityworks.com, Team analysis

16 Group 5

圖：HHL 課堂簡報範例

這種嚴謹的德式風格與我們平常在台灣早就已經習慣的美式簡報方式著實大相逕庭，甚至在開課時就會有 PPT 的模組可以跟學校索取。這部分尤其是對於選修 M.Sc. program 課程的學生，針對每一頁 PPT 所呈現資料的要求與完整度更是嚴格至極，不習慣該風格的學弟妹建議剛到時還是要盡量與同組的德國同學們做好溝通，並請教他們關於資料的呈現方式，否則很容易就因此而吃上悶虧呢...！