

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINECOURSE NAME REAL ESTATE DEVELOPMENTCOURSE NUMBER MKTG 1360 DATE SEPTEMBER 1997Prepared by Shannon Kellington-Catliff Taught to Part Time StudiesSchool Business Date Prepared JUNE 1997Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total Hours 36**PREREQUISITES**

NONE

COURSE OBJECTIVES Students will graduate:

1. With a basic understanding of the real estate development lifecycle;
2. With the ability to develop a marketing plan for a development corporation;
3. Having interfaced with industry and made contacts.

EVALUATION

Mid-Term	N/A
Final	20 %
Written Proposals	50 %
Oral Presentation	15 %
Participation	<u>15 %</u>
	100 %

REQUIRED TEXT(S) AND MATERIALS

NO TEXT REQUIRED.

REFERENCE TEXTS & RECOMMENDED EQUIPMENT

TBA

COURSE SUMMARY

This course quickly covers real estate development basics and then concentrates on the marketing of multifamily residential projects. An industry sponsored consulting project is worked on throughout the term in which students examine the feasibility of a given development site through the practical application of the concepts of marketing and promotion. The project culminates in a final customer presentation.

COURSE OUTLINE - MKTG 1360
(continued)

SESSIONS	MATERIAL COVERED
1	Discuss Course Expectations Introduction to Real Estate Development Introduction to Marketing Plan Establish Groups of Three Match Groups to Development Firms/Concepts
2	Meet with Developer
3	Situation Analysis Competitive Analysis
4	Target Market Marketing Objectives
5	Market Strategies Customer Service
6	Sales Forecast
7	Action Plan
8	Proformas/Budgets
9	Dry Run Class Presentations
10	Dry Run Class Presentations
11	Industry Presentations
12	FINAL EXAM