



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option:

Course Number: MKTG 3311**Course Name: REAL ESTATE PRINCIPLES****Start Date:** September 5, 2006**End Date:** December 15, 2006**Total Hours:** 60 **Total Weeks:** 15**Term/Level:** 3 **Course Credits:** 4.0**Hours/Week:** 4 **Lecture:** 2 **Lab:** 2**Shop:** **Seminar:** **Other:****Prerequisites****Course No.** **Course Name**Successful
completion of
Terms 1 & 2**Course Number is a Prerequisite for:****Course No.** **Course Name**

4411 Marketing 4411

v Course Description (required)

MKTG 3311 – Real Estate Principles I includes: law, estates and interests in land. Additionally, the characteristics of urban real estate and the market, city growth and development, location factors influencing the determination of land use and ownership, institutional lenders, the mortgage market and the functions of the real estate agency, salesperson and appraiser are covered. This course, combined with MKTG 4411 will prepare students to successfully challenge the *Real Estate Trading Services* provincial licensing examinations, as required by the Real Estate Council of British Columbia.

v Detailed Course Description (optional)**v Evaluation**

Final Exam	40
Mid-term exam	20
Quizzes	10
Field Projects	15
Class Participation*	15
TOTAL	100%

Comments: Failure to achieve 50% or more on: the combination of the exams (mid-term and final), and the individual assignments/participation marks, will result in a 0% being assigned for all other projects and assignments, resulting in a failing grade for this course.

(* Class Participation marks must be earned individually in class, through proactive and constructive contribution to the course content.)

v Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- Understand and communicate the underlying principles of the real estate brokerage industry in British Columbia.

- Contract willing consumers in a real estate transaction for the sale, rental, exchange, or lease of real property in British Columbia.
- After completing Marketing 4411 in term 4, write the Real Estate Trading Services licensing examination for the purpose of being licensed by the Real Estate Council of British Columbia to broker real estate in British Columbia.

v Verification

I verify that the content of this course outline is current.

Authoring Instructor

Date

I verify that this course outline has been reviewed.

Program Head/Chief Instructor

Date

I verify that this course outline complies with BCIT policy.

Dean/Associate Dean

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

v Instructor(s)

Bill Phillips

Office Location: SE6-320

Office Phone: 604-451-6762

Office Hrs.: As posted

E-mail Address: bill_phillips@bcit.ca

v Learning Resources

Required:

- Strata Property Act [online]
- Residential Tenancy Act [online]
- Commercial Tenancy Act [online]
- Real Estate Services Act [online]
- Real Estate Development Marketing Act [online]
- Real Estate Trading Services Licensing Course Manual 2005
- Hewlett Packard 10BII Financial Calculator

Recommended:

None

v Information for Students

(Information below can be adapted and supplemented as necessary.)

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

v Assignment Details

To be distributed in class.

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
Sept. 4 #1	Introduction to Real Estate Fundamentals of Law	Preface Chapter 1		
Sept. 11 th #2	Real Estate Services Act Real Estate Development Marketing Act	Chapter 2		
Sept. 18 th #3	Estates and Interests in Land	Chapter 3		
Sept. 25 th #4	Title Registration Professional Liability of Real Estate Licensees	Chapter 4 Chapter 5		
Oct. 2 nd #5	Quiz – Chapters 1 to 5	Preface – Chapter 5	Field Project “A”	October 16th
Oct. 9 th #6	Field Work Project “A”			
Oct. 16 th #7	Commercial and Residential Tenancies	Chapter 6 Residential Tenancy Act, Commercial Tenancy Act, Strata Property Act		
Oct. 23 th #8	Mid Term Exam	Preface – Chapter 6		
Oct. 30 st #9	Strata Property and Cooperatives	Chapter 7		
Nov. 6 th #10	Strata Property and Cooperatives	Chapter 7	Field Project “B”	November 20th
Nov. 13 th #11	Field Work Project “B”			
Nov. 20 st #12	Financial Statements	Chapter 8		
Nov. 27 th #13	Professional Ethics	Chapter 9		
Dec. 4 th #14	Quiz – Chapters 7, 8, 9	Chapter 7, 8, 9		

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
Dec. 11 th #15	FINAL EXAM	Preface – Chapter 9		