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COURSE NAME Economics of Real Estate MarketsCOURSE NUMBER MKTG 3312 DATE FALL, 1998Prepared by David Westcott | Taught to Second YearSchool Business | School BusinessDepartment Marketing Management | Department Marketing ManagementDate Prepared August, 1998 | Program Commercial Real EstateTerm 3 Hrs/Wk 4 Credits 4.0No. of Weeks 14 Total Hours 56Instructor David Westcott Office SE 6-316 Local 6763Office Hours As posted at officePREREQUISITES - Introductory Micro- and Macro-EconomicsCOURSE SUMMARY

This course builds on and uses the concepts of Introductory Micro- and Macro-Economics. The focus is to apply basic economic tools to the understanding and analysis of Urban Land Markets.

EVALUATION

Final Examination	<u>30</u>	%
Mid-Term	<u>25</u>	%
Project	<u>35</u>	%
Participation	<u>10</u>	%

ATTENDANCE REQUIREMENTS WILL BE ENFORCED AS PER THE POLICY IN THE BCIT CALENDAR. EXCESSIVE ABSENCE MAY RESULT IN FAILURE OR IMMEDIATE WITHDRAWAL FROM THE COURSE OR PROGRAM.

RECOMMENDED TEXT

FOUNDATIONS OF REAL ESTATE ECONOMICS: Real Estate Division,
Faculty of Commerce and Business Administration, University of
British Columbia, Vancouver, B.C., 1997.

REFERENCE TEXTS

ESSENTIALS OF URBAN ECONOMICS: Arthur O'Sullivan: Richard D.
Irwin, Inc., Homewood, Ill., 1993

Urban Land Economics. Michael Goldberg, Peter Chinloy: John
Wiley & Sons. Toronto, 1984.

Urban Economics. Fourth Edition. E.S. Mills, B.W. Hamilton:
Scott Foresman, 1989.

COURSE OBJECTIVES

By applying the principles of economics to an analysis of the
real estate market, the student will be prepared and equipped to
anticipate future trends in the marketplace and the influence of
government policies upon that marketplace.

Upon successful completion of this course the student will be
able to:

1. Explain why and how cities exist, their historic development
and future trends.
2. Discuss the underlying factors which determine the price of
land.
3. Describe the location theories of firms and residences and
the resulting land-use patterns of urban areas.
4. Analyze housing price factors of supply and demand.
5. Analyze current government policies and their influences
upon the housing market.
6. Describe the effects of transportation problems and policies
upon urban development and property prices.
7. Discuss different types of zoning and their effects upon
urban development and land use.

Tentative Schedule - Subject to changeTOPIC

- Sept. 14 Introduction
Development of Cities
- Sept. 21 Location Decisions of Firms and Cities
Introduction to Land Rent - Ricardo's Theory
- Sept. 28 Land Rent - Von Thunnen's Theory
Commercial, Manufacturing and Retailing Land-use
Patterns
- Oct. 5 Residential Land-use Patterns
- Oct. 12 Thanksgiving Holiday
- Oct. 19 Mid-term
- Oct. 26 Land-use Controls and Zoning
Local Government
- Oct. 27 Interim Project Presentations (in Lab)
- Nov. 2 The Urban Housing Market
Housing Policies
- Nov. 9 Housing, cont.
- Nov. 16 Autos, Highways and Mass Transit
- Nov. 23 Project Due
Final Project Presentations
- Nov. 30 Review
- Dec 7-11 Final Exam Week

GROUP PROJECT

Group Size: Four students.

Project Selection:

Select a major topic relating to the economics of real property. The selected topic should be one in which there is sufficient depth for a major study and report. Some examples are attached. The objective of the project is to analyse a particular aspect of, or current issues in, Urban Land Economics using the concepts and tools of Economics.

Project Requirements:

a) Names of the members of the project group together with the name of the chairperson must be submitted on or before September 21, 1998. The chairperson will be the liaison with the instructor.

b) The project topic must be submitted on or before September 28, 1998. The instructor reserves the right to reject a selected topic. Once approved, the topic may not be changed by the students without permission.

c) Each group must make a brief mid-term "semi-formal" presentation on October 27, 1998.

e) A comprehensive written report is to be submitted prior to presentation on November 23, 1998.

f) Final formal presentations are to be made by the groups on November 23, 1998.

Project Evaluation:

Total Mark: 35% of course mark
Written report: 80% of project mark.
Presentations: 20% of project mark.

The project evaluations will be based upon:

Comprehensiveness of the analysis.
Originality of thought.
Application of the concepts and tools of the course.
Quality of the written and verbal presentation(s).

Individual grades may be assigned if the instructor determines that one or more of the members of the group have not contributed significantly to the project.

Some previously used topics, and others:

Rent control is good?/bad?/indifferent?
The impact of --- on real estate values.
Future commuting zones in the GVRD?
Do government-sponsored co-operative housing schemes influence the rental/condominium market?
How do the changing demographics in Vancouver affect the demand for housing?
The economic factors influencing shopping centre performance/location.
The changing demand for office space, re: tele-commuting?
Mega-houses - good/bad/indifferent?
The price of housing is too high?/too low?/just right?
UBC Endowment lands development: an economic analysis?
Future of housing prices/rents?
Economic factors indicate ---- is the next thing to come in housing/office/retail development.
The effect of in/out-migration upon the BC real estate market.
Zoning bylaws are --?
If only the government would ----?
Commuting problems/patterns and their influence upon real estate markets?
Skytrain?
HOV lanes?
Asian flu?
Loonie devaluation?
Hi-tech industry?
What...?
How...?
Why...?