



Course Outline

A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Commercial Real Estate

Course Number: 3333

Course Name: Real Estate Marketing

Start Date: September 6, 2005

End Date: December 16, 2005

Total Hours: 60 Total Weeks: 15

Term/Level: Course Credits: 4.0

Hours/Week: 4 Lecture: 2 Lab: 2

Shop: Seminar: Other:

Prerequisites

Course Number is a Prerequisite for:

Course No.	Course Name
1102	Essentials of Marketing
	Successful completion of Terms 1 and 2

Course No.	Course Name
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v Course Description (required)

Business today is globally competitive and moves at a relentlessly accelerating pace. The real estate industry is no exception. Accordingly, to build a sustainable profit model business leaders must embrace teamwork and understand the benefits of collaboration at all levels. Understanding both the base elements of business and marketing strategy and successful implementation of such elements is essential to the success of every real estate business.

Real Estate Marketing 3333 targets two fundamental concepts: first, High Performance Work Teams, and second, Business and Marketing Strategy.

v Detailed Course Description (optional)

v Evaluation

Class Participation	10%
Team Participation	5%
Individual Project	15%
Team Projects	30%
Mid Term Exam	15%
Final Exam	25%
TOTAL	100%

Comments: Failure to achieve 50% or more on: the combination of the exams (midterm 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 and Team Participation marks must be earned in class, through voluntary proactive contribution to the course content.

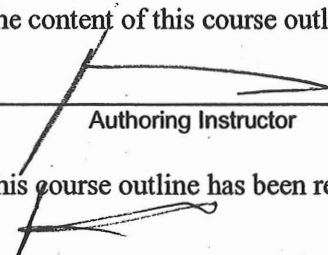
v Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

1. Understand and apply the concept of High Performance Work Teams
2. Complete a reliable strategic business case and business strategy analysis of a real estate industry business opportunity
3. Develop an effective Marketing Strategy for that opportunity
4. Detail the implementation of the Marketing Strategy in a suitable Action Plan
5. Understand the key elements of effective leadership within a marketing enterprise.

v Verification

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



Authoring Instructor

2/9/05

Date

I verify that this course outline has been reviewed.

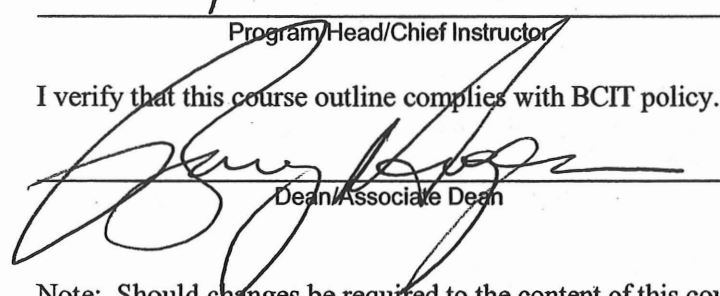


Program/Head/Chief Instructor

2/9/05

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean

Expt 8/05

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: SE 6 320
Office Hrs.: As posted

Office Phone: 604 451 6762
E-mail Address: william_phillips@bcit.ca

v Learning Resources

Required:

Inside the Tornado, Geoffrey Moore

Fast Forward, Organizational Change in 100 Days, Elspeth Murray and Peter R. Richardson

The Five Dysfunctions of a Team, Patrick M. Lencioni

Leading the Revolution, Gary Hamel

Leaders, Strategies for Taking Charge, Warren Bennis and Burt Nanus

Recommended:

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 handed out in class

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
1	The Essence of Leadership		Individual 1	Week 2
2	The Essence of Leadership	<i>Putting your Company's Whole Brain to Work</i>		
3	Groups v. Teams	<i>The Five Dysfunctions of a Team</i>	Individual 2	Week 4
4	High Performance Work Teams	<i>[various]</i>		
5	Business Strategy The Business Case	<i>Fast Forward & Leading the Revolution Inside the Tornado</i>		
6	Field Project		Team Assignment 1	Week 7
7	The Business Plan	<i>Fast Forward</i>		
8	The Business Plan	<i>Strategic Innovation</i>		
9	Mid Term Exam	Sessions 1-8		
10	Marketing Strategy			
11	The Product, Information or.....	<i>Working Knowledge, How Organizations Manage What They Know</i>		
12	The Human Factors in Real Estate Marketing			

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
13	Marketing Real Estate Customer Service Strategy		Team Assignment 2	Week 14
14	Group Presentations #2			
15	Final Exam			

