



OCT 16 2000

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY School of Business

COURSE OUTLINE FOR: MKTG 3333 –Real Estate Marketing	DATE: September 7, 2000
TAUGHT BY: Marketing Management	
TAUGHT TO: Second Year <i>Program: Marketing Management</i> <i>Option: Commercial Real Estate</i>	

Hours/Week:	4	Total Hours:	56	Term/Level:	3
<i>Lecture:</i>	<i>2</i>				
<i>Lab:</i>	<i>2</i>				
<i>Other:</i>		Total Weeks:	14	Credits:	4.0

Instructor: Bill Phillips	
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E-Mail: bphillips@queensmba.com	Fax: 439-6700
Office Hours: AS POSTED	

Pre-requisites: 1 st Year Completion of Introductory Marketing and Sales

Course Description and Goals: Upon successful completion of this course the student will be able to: <ol style="list-style-type: none">1. complete a reliable strategic analysis of a real estate business opportunity2. develop an effective Marketing Plan for that opportunity3. detail the implementation of the Marketing Plan4. understand and apply the concept of High Performance Work Teams
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Final Examination	25	%
Midterm Exam	25	%
Team Project	35	%
Class Participation	10	%
Team Participation	5	%
Total	100	%

Text and Equipment Required: None Recommended: <i>Marketing, Canadian Insights and Applications. Crane, Grant, and Hartley</i> <i>Inside the Tornado, Moore</i> <i>Bulldog, Spirit of the New Entrepreneur, Rubin</i>



Sites:

inman.com
fastcompany.com
realtylink.ca
royallepage.com
loopnet.com
royallepage.ca
colliers.com
chalk.com
mybc.com

Course Learning Outcomes

At the end of this course, the student will be able to:

1. Develop a practical understanding of an effective method for evaluating marketing business opportunities in the real estate brokerage industry, with an emphasis on the Commercial and project marketing sectors.
2. Understand the methodology of building and implementing an effective real estate marketing strategy.
3. Build an understanding of the concept, value, and practical application of High Performance Work Teams in the real estate industry, from the Commercial real estate and project-marketing perspectives.

Course Notes (Policies and Procedures) .

- **Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced.
- **Course Outline Changes:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
- **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.
- **Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).
- **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. Marks will be deducted at a rate of 5% daily for late assignment submissions. All assignments are due by 3:30pm on the due date, unless otherwise decided by the instructor and communicated to the students.

Course Record:

Developed by: Bill Phillips

Oct 10/00



TOPICAL AGENDA

LECTURE	TOPIC[S]
1	Business Strategy Fundamentals
2	Marketing
3	The Marketeer, Your Role
4	Market Planning
5	Customer Service Strategy
6	Consumer Behavior and Knowledge
7	Tactics
8	High Performance Work Teams
9	Team Selection, Retention, and Compensation
10	Implementation, Evaluation, and "New Life"

TEAM PROJECTS FALL 2000

Team Size: 4-6 class members

Project Selection: Identify a real estate firm or individual involved in a real estate marketing opportunity that either, has led the successful marketing of a real estate project, or who is in need of a solution for a real estate marketing opportunity.

Project Objective: To demonstrate a clear, strong understanding of reliable practical marketing strategy. The project should take the form of a strategic critique complete with recommendations. Deep market research is unnecessary. Also the thrust is not towards economics but towards marketing. Each team member and the team as a whole will be graded on the project.

Format: The assignment must be submitted in writing and not exceed 20 pages [type-written, 10 point Times New Roman font], excluding exhibits. Additionally, each team will be provided with 20 minutes within which their project will be presented to the class. All team members are expected to participate in the presentation.

**Schedule:**

September 18	Team and Team Lead's names to Instructor via email
September 25	One paragraph 150 word description of project, including 3-5 reasons for selection of the project, to Instructor via email.
September 28	Instructor confirms acceptance of team's project. If project is rejected, a substitute must be submitted and approved before September 30. All communication by email.
October 23	Verbal preliminary progress reports presented by each team to the class. Each team must take a minimum of 10 minutes and a maximum of 15 for this presentation.
November 20	Written reports due [2 copies]. Final Team presentations.

Project Evaluation:

Total Mark:	35% of <u>course</u> mark
Written Submission:	50% of project mark
Final Team Presentation:	50% of project mark

- the Instructor reserves the right to grant individual grades to each team member, or grade team as a whole.

MARKETING LAB CLASSES FALL 2000

Lab sessions will include open discussion of marketing successes, challenges, and failures in the business world. Whenever possible specific real estate examples will be referenced. Personal experience of class members will be called upon to ignite discussion. Innovative solutions will be encouraged. At least one class field trip, and one guest speaker will be included in course content.

Current topics may include:

- Air Canada
- 'leaky condos'
- First Nations' lands
- High Crime Rates
- McDonalds Restaurants
- Construction Financing
- The Internet
- Tech parks