



DEC 04 1997

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option: Real Estate Studies

Course Outline Part A

**MKTG 3333**  
**Real Estate Marketing**

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|                    |   |                     |    |                    |     |
|--------------------|---|---------------------|----|--------------------|-----|
| <b>Hours/Week:</b> | 4 | <b>Total Hours:</b> | 56 | <b>Term/Level:</b> | 3   |
| <b>Lecture:</b>    |   | <b>Total Weeks:</b> | 14 | <b>Credits:</b>    | 4.0 |
| <b>Lab:</b>        |   |                     |    |                    |     |
| <b>Other:</b>      |   |                     |    |                    |     |

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**Prerequisites****MKTG 3333 is a Prerequisite for:**

| Course No. | Course Name                      |
|------------|----------------------------------|
|            | Introductory Marketing and Sales |

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| Course No. | Course Name |
|------------|-------------|
|------------|-------------|

**Course Goals**

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

Review, reinforce, and expand the more important marketing concepts and theories which were taught in the introductory marketing course and show how these concepts and theories can be applied to the real estate industry in a wide variety of areas.

To introduce the following concepts in a marketing context:

- Marketing Programs and Strategies
  - Personnel Management
  - Communication, Negotiation and Real Estate Selling
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**Course Description**

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**Evaluation**

|                      |             |  |
|----------------------|-------------|--|
| Final Examination    | 27%         | Attendance requirements will be enforced as per the BCIT policy on page 3 of the Calendar (1997/98). Excessive absence may result in failure or immediate withdrawal from the course or program. |
| Mid Term Examination | 20%         |  |
| Projects             | 34%         |  |
| Class Participation  | 10%         |  |
| Quizz(es)            | 9%          |  |
| <b>TOTAL</b>         | <b>100%</b> |  |

## Course Outcomes and Sub-Outcomes

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### Course Record

Developed by: G. Bailey  
Instructor Name and Department (signature)

Date: August, 1997

Revised by: \_\_\_\_\_  
Instructor Name and Department (signature)

Date: \_\_\_\_\_

Approved by: \_\_\_\_\_  
Associate Dean / Program Head (signature)

Start Date: \_\_\_\_\_



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part B

School of Business

Program: Marketing Management

Option: Real Estate Studies

**MKTG 3333**

**Real Estate Marketing**

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**Effective Date**

Fall, 1997

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**Instructor(s)**

Gary Bailey

Office No.: S6-316

Phone: Local 6762

Office Hrs.: As posted at office

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**Text(s) and Equipment**

**Required:**

Marketing for the Real Estate Industry

Osborne/Siller (Text available for \$30.00)

**Recommended:**

Real Estate Agents Pre-licencing Course. Real Estate Division, Faculty of Commerce and Business Administration, University of British Columbia, Vancouver, B.C.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Schedule

School of Business

Program: Marketing Management

Option: Real Estate Studies

**MKTG 3333**

**Real Estate Marketing**

| Week<br>Lecture or<br>Lab Number | Material Covered   | References  |
|----------------------------------|--|---|
| Lecture 1                        | Introduction & Marketing Environment   | Ch. 1 & 2, Osborne/ Siller  |
| Lecture 2                        | Marketing Segmentation<br>and Consumer Behavior  | Ch. 3, Osborne/Siller<br>Ch. 4, Osborne/Siller<br>Ch. 12, Agents Manual                           |
| Lecture 3                        | Price and Place<br>Product Strategies<br>Promotional Strategies                                    | Ch. 15, Osborne/Siller<br>Ch. 5, Osborne/Siller<br>Ch. 6, Osborne/Siller                          |
| Lecture 4                        | Quiz<br>Advertising  | Video<br>Ch. 7, Osborne/Siller<br>Ch. 12, Agents Manual   |
| Lecture 5                        | "Gold in the Hills" video<br>Ad Writing – George Thew of the Vancouver Sun                         |   |
| Lecture 6                        | Direct Mail<br>Public Relations and Publicity<br>Sales Promotion                                   | Ch. 8, Osborne/Siller<br>Ch. 9, Osborne/Siller<br>Ch. 10, Osborne/Siller<br>Ch. 12, Agents Manual |
|                                  | Mid Term Exam  |   |
| Lecture 7                        | Project Marketing  | B.C.R.E.A. Manual   |
| Lecture 8                        | Recruitment and Selection of Salespersons<br><br>Training, Appraising and Motivating Sales Persons | Ch. 12, Osborne/Siller<br>Ch. 7, Agents Manual<br>Ch. 13, Osborne/Siller<br>Ch. 8, Agents Manual  |
| Lecture 9                        | Compensation and Incentive Plans<br><br>Leadership, Communications and Salesmanship                | Ch. 11, Osborne/Siller<br>Ch. 9, Agents Manual<br>Ch. 10, Agents Manual<br>Ch. 11, Agents Manual  |
| Lecture 10                       | Introduction to "Maximizer" software   |   |

# REAL ESTATE MARKETING

FALL 1997

## GROUP PROJECT

**Group Size:** Three or four students.

### Project Selection:

- a. Find a firm or individual in the real estate industry that has a real estate marketing opportunity or problem, and propose a well-thought-out solution, or
- b. Select a major topic relating to the marketing of real estate. The selected topic should be one in which there is sufficient depth for a major study and report. The objective of this paper would be to research literature related to a real estate firm.

### Project Requirements:

- a. Project groups and captain's names to instructor by **September 18**
- b. Project topic submitted to instructor by **September 25**
- c. Preliminary verbal presentations (all groups) **October 30**
- d. Comprehensive written report submitted by **November 26**
- e. Final formal presentations (all groups) **November 26 – November 27**
- f. Groups may be asked to make brief verbal presentations of their topics and progress at **any** lab.
- g. All group presentations will take place during the lab sessions.
- h. Two copies of the report must be submitted. One copy will be marked and returned to the project group and the other will be retained by the instructor.

## Group Project – 1997 (cont'd)

### Project Evaluation

|                 |            |                 |
|-----------------|------------|-----------------|
| Total Mark:     | 34%        | of course mark  |
| Written report: | 80%        | of project mark |
| Presentations:  | <u>20%</u> | of project mark |
|                 | 100%       |                 |

The Project evaluations shall be based on:

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

The instructor reserves the right to grant individual grades to each group member, or to assign a group project grade.

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.

# REAL ESTATE MARKETING

## GROUP PROJECT — 1997

### SAMPLE GROUP TOPICS

1. Develop a marketing program for a new development:

- a. either at the design stage or under construction, or
- b. one which is experiencing marketing difficulties.

**Note:** Can be residential (homes and condos) or IC & I (office, industrial etc.)

2. Develop a comprehensive marketing program for a real estate firm or an individual sales person.

3. Locate a real estate/development firm with challenges in:

- a. attracting quality sales people, or
- b. training and retention, or
- c. determining how to compete with national firms and franchises.

Analyze problem areas and lay out a program of action.

4. Advertising and promotional strategy for a real estate or development firm. This could be institutional and/or project oriented.

5. Consumer (listing/selling) behavior in the real estate market and implications for marketing.

6. The effect that immigration has had on Vancouver house availability and price.

7. Today's environmental awareness and it's effect on site consideration for developers and realtors.

8. The impact on marketing activity of a real estate firm through the use of computers and facsimile machines.

9. etc., etc.

**Note:** The chosen project is not to involve any major marketing research, as this aspect of marketing is covered in the Directed Studies project, during next term. Also, the thrust is to be towards marketing not economics situations.

# REAL ESTATE MARKETING

FALL 1997

## LAB SESSIONS

For selected lab sessions, each student will be asked to select a current item from a newspaper, magazine, etc., which relates to an aspect of Real Estate Marketing. This item, together with a paragraph or more **which interprets the significance of the subject to Real Estate marketing**, will be presented to a small group of students. From each small group, that which is "voted" the best is presented to the class for discussion.

Unless otherwise stipulated during the preceding lecture, the selection of topics is open.