



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option:

Course Number: MKTG 4414**Course Name: Introduction to ICI Sales and
Property Management****Start Date:** March 19, 2007**End Date:** May 25, 2007**Total Hours:** 40 **Total Weeks:** 10**Term/Level:** 4B **Course Credits:** 2.5**Hours/Week:** 4 **Lecture:** 2 **Lab:** 2**Shop:** **Seminar:** **Other:****Prerequisites**

| Course No. | Course Name |
|------------|--------------------------|
| MKTG 3311 | Real Estate Principles I |

Course Number is a Prerequisite for:

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

v Course Description (required)

MKTG 4411 – Focuses on the unique characteristics of the Industrial, Commercial and Investment segments of the real estate industry. This course provides students with an understanding of the rationale behind investment decision-making for ICI properties, and offers insight into Property Management and its role in the real estate industry. Through lectures and practical case studies the student will be better prepared to enter the IC&I or property management fields.

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

| | |
|----------------------|-------------|
| Final Exam | 40 |
| Mid-term exam | 20 |
| Assignments | 10 |
| Presentations | 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 needs of investors and users of ICI real estate, and the decision-making process behind real estate investment activities.
- Understand and be able to articulate the essence of property management and its role in affecting the value and marketability of ICI real estate.

v Verification

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



Authoring Instructor

28/02/07

Date

I verify that this course outline has been reviewed.

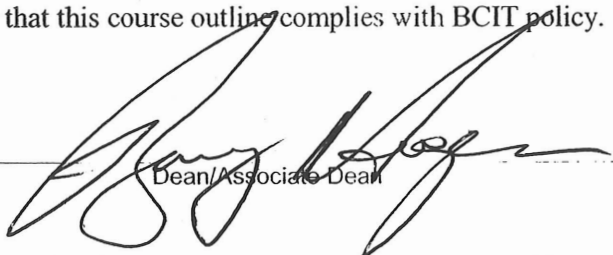


Program Head/Chief Instructor

28/2/07

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean

3/7/07

Date

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

v Instructor(s)

David Wan

Office Location: SE6-373
Office Hrs.: As posted

Office Phone: 604-451-6769
E-mail Address: david_wan@bcit.ca

v Learning Resources

Required:

- Handouts for lab use and review

Recommended:

- Rental Property Management Licensing Course Manual (UBC Real Estate Division. 2006. Vancouver, BC: UBC Real Estate Division.)

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 |
|----------------------------|--|-------------------------------|-------------------|-----------------|
| Mar. 19 th / #1 | Introduction to Property Management | Handouts | | |
| Mar. 26 th / #2 | The Law and Property Management | Handouts | | |
| Apr. 2 nd / #3 | Commercial and Industrial Property | Handouts | | |
| Apr. 9 th / #4 | ICI Sales & Marketing | Handouts | | |
| Apr. 16 th / #5 | Presentation Project Assigned | | | |
| Apr. 23 rd / #6 | Mid-Term Exam | | | |
| Apr. 30 th / #7 | Operational Budgets, Capital Budgets, and Accounting | Handouts | | |
| May 7 th / #8 | Controls, Systems, and Forms | Handouts | | |
| May 14 th / #9 | Maintenance & Repairs (Presentation Project Due) | Handouts | | |
| May 21 st / #10 | Final Exam | | | |