



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Commercial Real Estate

4330**Real Estate Practice**

Start Date:	January 2, 2008	End Date:	May 23, 2008
Total Hours:	40	Total Weeks:	20
Hours/Week:	2	Lecture:	1
		Lab:	1
		Term/Level:	4
		Course Credits:	2.5
		Shop:	
		Seminar:	
		Other:	

Prerequisites**Course No.****Course Name**[Successful Completion all Term
3 courses]**Course Number is a Prerequisite for:****Course No.****Course Name****v Course Description (required)**

Marketing 4330-Real Estate Practice moves the student into the arena of current practice in the most active segments of the real estate brokerage industry in British Columbia. The student is expected to demonstrate a sound base understanding of those segments.

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

Individual class participation	15%	Comments: Failure to achieve 50% or more on: the combination of the exams (midterm + final), and the individual assignments /participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course. The student must complete all quizzes, projects, and exams. Individual Class Participation marks may be earned only in class through proactive, self-initiated, current, relevant input by the student.
Individual projects	28%	
Team projects	24%	
Final examination	33%	
TOTAL	100%	

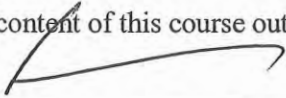
v Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to demonstrate:

1. a basic understanding of the most active practical aspects of the real estate brokerage industry in British Columbia.
2. a fundamental understanding of how to negotiate and contract with and for willing consumers in a real estate transaction for the sale rental, exchange, or lease of real property in British Columbia

v Verification

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

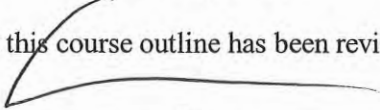


Authoring Instructor

19/12/07

Date

I verify that this course outline has been reviewed.

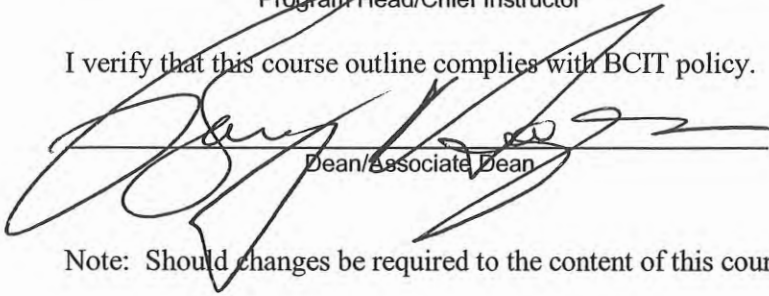


Program Head/Chief Instructor

19/12/07

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean

Jan 3/08

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:	SE6 320	Office Phone:	604 451 6762
	Office Hrs.:	As posted	E-mail Address:	Bill_Phillips@bcit.ca

v Learning Resources

Required: None. However, students will be required to travel to Lower Mainland locations from time to time for the benefit of guest speaker presentations and practical research. Students will also be required to cover costs of researching all assignments.

Recommended: Same as required for Marketing 4411, *Real Estate Principles*, and currently available *Licensee Practice Manual*.

v Information for Students

(Information below can be adapted and supplemented as necessary.)

Assignments: Late assignments, lab reports or projects may **not** be accepted for marking. At a minimum, assignments submitted after given deadlines will receive a daily deduction of 2% of the course mark. Assignments must be done on an individual basis and in the form specified 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.

Accommodation: Any student who may require accommodation from BCIT because of a physical or mental disability should refer to BCIT's Policy on Accommodation for Students with Disabilities (Policy #4501), and contact BCIT's Disability Resource Centre (SW1-2300, 604-451-6963) at the earliest possible time. Requests for accommodation must be made to the Disability Resource Centre, and should not be made to a course instructor or Program area.

Any student who needs special assistance in the event of a medical emergency or building evacuation (either because of a disability or for any other reason) should also promptly inform their course instructor(s) and the Disability Resource Centre of their personal circumstances.

v Assignment Details

To be distributed in class.

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
1	Real Estate Agency	Chapters 11,12	1. Knowledge review	Session 2
2	Real Estate Agency	Chapters 11,12	2. Agency <i>Individual Presentation 1</i>	Session 3
3	Agency Presentation <i>Individual Presentation 1</i> Code of Ethics, Licensee Practice	Chapter 9; <i>LPM</i> Privacy & Competition Statutes	3. Privacy and Competition <i>Individual Presentation 2</i>	Session 4
4	Privacy and Competition Practice <i>Individual Presentation 2</i> Privacy and Competition Practice	Chapter 9; <i>LPM</i> Privacy & Competition Statutes	4. Land Acquisition Due Diligence <i>Team Presentation 1</i>	Session 6
5	Land Acquisition Due Diligence <i>Field Work</i>	Land Title Office, Municipal Hall, Current Statutes, Practical Specialists	4. Land Acquisition Due Diligence <i>Team Presentation 1</i>	Session 6
6	Land Acquisition Due Diligence <i>Team Presentation 1</i>		5. Land Subdivision Presentation <i>Team Presentation 2</i>	Session 7
7	Land Subdivision Presentation <i>Team Presentation 2</i>		6. Land Build-out <i>Individual Presentation 3</i> Contracts	Session 8
8	Land Build-out <i>Individual Presentation 3</i> Buyer-Tenant Agreements Listing Agreements Contracts of Purchase & Sale	Chapters 10,11, 12, and full <i>LPM</i>	7. Agency & Sale Contracts <i>Individual Presentation 4</i>	Session 10
9	Agency & Sale Contracts <i>Field Work</i>		7. Agency & Sale Contracts <i>Individual Presentation 4</i>	Session 10
10	Agency & Sale Contracts <i>Individual Presentation 4</i>		8. Negotiation "A" <i>Individual Presentation 5</i>	Session 11

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
11	Negotiation in Real Estate Brokerage In-class Negotiation "A" Individual Presentation 5	<i>Getting to Yes</i> <i>Getting Past No</i> <i>Getting Ready to Negotiate</i>	9. Negotiation "B" Individual Presentation 6	Session 12
12	Negotiation in Real Estate Brokerage In-class Negotiation "B" Individual Presentation 6		10. Negotiation "C" Individual Presentation 7	Session 13
13	In-class Negotiation "C" Individual Presentation 7		14. Commercial Sales, Leasing & Lending	Session 14
14	Investment Sales Office & Retail Leasing Industrial Sales & Leasing Commercial Lending		15. Project Marketing & Recreational Sales	Session 15
15	Project Marketing & Recreational Sales		16. Residential Sales	Session 16
16	Residential Sales		17. Property Management	Session 17
17	Property Management		18. Personal Individual Career Plan	Session 18
18	Personal Career Planning		19. Personal Individual Business Plan	Session 19
19	Individual Personal Business Plan Presentations Individual Presentation 8			
20	Final Exam			