



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY School of Business

COURSE OUTLINE FOR: MKTG 3312 – Economics of Real Estate Markets	DATE: September 6, 2001
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: Dave Westcott	
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Office Hours: AS POSTED	

Pre-requisites: Introductory Micro- and Macro-Economics

Course Description and Goals: This course builds upon and uses the concepts of Introductory Micro- and Macro-Economics. The focus is to apply basic economic tools to the understanding and analysis of Urban Land Markets.

Final Examination	30	%
Midterm Exam	30	%
Project	35	%
Participation	5	%
Total	100	%

Text(s) and Equipment Recommended: FOUNDATIONS OF REAL ESTATE ECONOMICS: Real Estate Division, Faculty of Commerce and Business Administration, University of British Columbia. Reference: ESSENTIALS OF URBAN ECONOMICS: Arthur O'Sullivan: Richard D. Irwin, Inc., Homewood, Ill., 1993.



Course Learning Outcomes

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

1. Explain why and how cities exist, their historic development and future trends.
2. Discuss the underlying factors which determine the price of land.
3. Describe the location theories of firms and residences and the resulting land-use patterns of urban areas.
4. Analyze housing price factors of supply and demand.
5. Analyze current government policies and their influences upon the housing market.
6. Describe the effects of transportation problems and policies upon urban development and property prices.
7. Discuss different types of zoning and their effects upon urban development and land use.

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.
- **Labs:** Lab attendance is mandatory.

Course Record:

Developed by:

Dave Westcott

Instructor



* This schedule is subject to change at the discretion of the instructor.

TOPIC

Sept. 10	Introduction Development of Cities
Sept. 17	Location Decisions of Firms and Cities Introduction to Land Rent - Ricardo's Theory
Sept. 24	Land Rent - Von Thunnen's Theory Commercial, Manufacturing and Retailing Land-use Patterns
Oct. 1	Residential Land-use Patterns
Oct. 8	Thanksgiving Holiday
Oct. 15	Mid-term
Oct. 22	Land-use Controls and Zoning Local Government
Oct. 24	Interim Project Presentations (in Lab)
Oct. 29	The Urban Housing Market Housing Policies
Nov. 5	The Urban Housing Market Housing Policies, cont.
Nov. 12	Remembrance Day Holiday
Nov. 19	Autos, Highways and Mass Transit
Nov. 26	Project Due
Nov. 26/28	Final Project Presentations
Dec 3	Review
Dec 4-8	Final Exam Week



GROUP PROJECT

Group Size: Four students.

Project Selection:

Select a major topic relating to the economics of real property. The selected topic should be one in which there is sufficient depth for a major study and report. Some examples are attached. The objective of the project is to analyze a particular aspect of, or current issues in, Urban Land Economics using the concepts and tools of Economics.

Project Requirements:

a) Names of the members of the project group together with the name of the chairperson must be submitted on or before September 17, 2001. The chairperson will be the liaison with the instructor.

b) The project topic must be submitted on or before September 24, 2001. The instructor reserves the right to reject a selected topic. Once approved, the topic may not be changed by the students without permission.

c) Each group must make a brief mid-term "semi-formal" presentation on October 24, 2001.

e) A comprehensive written report is to be submitted prior to presentations on November 26, 2001.

f) Final formal presentations are to be made by the groups on November 26/28, 2001.



Project Evaluation:

Total Mark: 35% of course mark

Written report: 80% of project mark.

Presentations: 20% of project mark.

The project evaluations will be based upon:

Comprehensiveness of the analysis.

Originality of thought.

Application of the concepts and tools of the course.

Quality of the written and verbal presentation(s).

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.

Some previously used topics, and others:

Rent control is good?/bad?/indifferent?

The impact of --- on real estate values.

Future commuting zones in the GVRD?

Do government-sponsored co-operative housing schemes influence the rental/condominium market?

How do the changing demographics in Vancouver affect the demand for housing?

The economic factors influencing shopping centre performance/ location.

The changing demand for office space, re: tele-commuting?

Mega-houses - good/bad/indifferent?

The price of housing is too high?/too low?/just right?

UBC Endowment lands development: an economic analysis?

Future of housing prices/rents?

Economic factors indicate ---- is the next thing to come in housing/office/retail development.

The effect of in/out-migration upon the BC real estate market.

Zoning bylaws are --?

If only the government would ----?

Commuting problems/patterns and their influence upon real estate markets?

Skytrain?

HOV lanes?

Asian flu?

Loonie devaluation?

Hi-tech industry?

What...?

How...?

Why...?