



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY School of Business

COURSE OUTLINE FOR:	DATE: August 30, 2001
MKTG 3333 –Real Estate Marketing	
TAUGHT BY: Bill Phillips	
TAUGHT TO: Second Year	
<i>Program:</i> Marketing Management	
<i>Option:</i> Commercial Real Estate	

Hours/Week:	4	Total Hours:	44	Term/Level:	3
<i>Lecture:</i>	2				
<i>Lab:</i>	2				
<i>Other:</i>		Total Weeks:	11	Credits:	4.0

Instructor: Bill Phillips	
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Office Hours: As posted	

Pre-requisites:

1st Year Completion of Introductory Marketing and Sales

Course Description and Goals:

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

1. complete a reliable strategic analysis of a real estate business opportunity
2. develop an effective Marketing Plan for that opportunity
3. detail the implementation of the Marketing Plan
4. understand and apply the concept of High Performance Work Teams

Final Examination	45	%
Midterm Exam	20	%
Team Project	25	%
Class Participation	5	%
Team Participation	5	%
Total	100	%

Text and Equipment

Required: None

Recommended:

Marketing, Canadian Insights and Applications. Crane, Grant, and Hartley
Inside the Tornado, Moore
Bulldog, Spirit of the New Entrepreneur, Rubin



Sites:

google.com inman.com gomez.com fastcompany.com realtylink.ca
royalpage.com loopnet.com royalpage.ca cityfeet.com fprop.com
colliers.com chalk.com intrawest.com mls.ca

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



TOPICAL AGENDA

LECTURE

TOPIC[S]

- | | |
|---|---|
| 1 | High Performance Work Teams |
| 2 | Team Selection, Retention, and Compensation |
| 3 | Business Strategy Fundamentals |
| 4 | Real Estate Marketing |
| 5 | Mission Critical Marketing |
| 6 | Customer Service Strategy |
| 7 | Services Marketing for Advantage |
| 8 | Pricing |
| 9 | Market Strategy & Market Share |

MARKETING MANAGEMENT 3333

FALL 2001

TEAM PROJECTS

PROJECT SELECTION:

Working in a team of more than 3-5 class members, identify a real estate company or individual that has either, lead the successful marketing of a real estate project, or who is in need of solution for a real estate marketing opportunity.

PROJECT OBJECTIVES:

1. To demonstrate a clear, thorough understanding of reliable, practical marketing strategy.
2. To demonstrate and understanding of working in effective teams.



COMMENTS:

The project should take the form of a strategic critique, specifically confirming what could or did work and what won't or didn't. Recommendations and/or conclusions are expected. Deep market research is unnecessary. The thrust of the project is towards marketing, not economics. Ensure you 'tie-in' course content to report content.

FORMAT:

1. The assignment must be submitted in writing and not exceed 20 type-written pages, 1.5 line spacing, 12 point *Times New Roman* font, excluding exhibits.
2. Each team will also be provided with a maximum of 20 minutes within which their project will be presented to the class. All team members are expected to participate in the presentation.

SCHEDULE

September 17	Via email, names of team members and team lead to instructor.
September 24	Via email, 150 word paragraph describing project, including 3-5 reasons why project was selected.
September 26	Via email to team lead, instructor accepts project, or requests substitute for submission and approval by October 1.
October 22	Verbal preliminary progress reports presented by each team to the class. Each team must take a minimum of 10 minutes and not more than 12 minutes for this presentation. All team members must participate in the presentation.
November 19	Written submissions due before 930am. Each team presents its project to the class.



*** Presentations to the class are expected to be professional and include multimedia tools.

MARKS ALLOCATION

Total Project Mark = 25% of Course Mark

Meeting deadlines 5%

Preliminary report 10%

Final written report 45%

Final class presentation 40%

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.

Current topics may include:

Air Canada

'Leaky condos'

High Tech Neighborhood Parks [Finning lands, Schroeder Properties]

First Nations' lands

Socio-economic Factors and Their Influence on Real Estate

McDonalds Restaurants

Construction Financing

The Internet

Securing the Enterprise