



## Course Outline

A POLYTECHNIC INSTITUTION

School of Business

Program: Commercial Real Estate Sales

Option:

**3333**

**Real Estate Marketing**

**Start Date:** September 3, 2002

**End Date:** December 13, 2002

**Total Hours:** 60 **Total Weeks:** 15

**Term/Level:** 3 **Course Credits:** 4.0

**Hours/Week:** 4 **Lecture:** 2 **Lab:** 2

**Shop:** **Seminar:** **Other:**

### Prerequisites

### 3333 is a Prerequisite for:

**Course No. Course Name**

**Course No. Course Name**

1102 Essentials of Marketing and successful completion of Terms 1 and 2.

### ■ Course Description (required)

Business today is globally competitive and moves at a relentlessly accelerating pace. The real estate industry is no exception. Accordingly, to build a sustainable profit model business leaders must embrace teamwork and understand the benefits of collaboration at all levels. Understanding both the base elements of marketing strategy and successful implementation of such strategy is essential to the success of every real estate business.

*Real Estate Marketing 3333* targets two fundamental concepts: first, High Performance Work Teams, and second, Marketing Strategy.

### ■ Detailed Course Description (optional)

### ■ Evaluation

Class participation	10%
Team participation	5%
Individual project	15%
Team projects	20%
Midterm exam	20%
Final exam	30%
<b>TOTAL</b>	<b>100%</b>

#### Comments:

Each student must submit both the required project work and the required examinations. Failure to achieve 50% or more on the combination of the midterm and final exams will result in a 0% being assigned for all other projects, assignments, and participation/attendance marks, resulting in a failing grade for this course.

### ■ Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

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

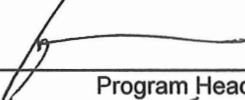
■ Verification

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

  
\_\_\_\_\_  
Authoring Instructor

2-9-02  
\_\_\_\_\_  
Date

I verify that this course outline has been reviewed.

  
\_\_\_\_\_  
Program Head/Chief Instructor

2-9-02  
\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.

  
\_\_\_\_\_  
Dean/Associate Dean

See 2/02  
\_\_\_\_\_  
Date

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

## ■ Instructor(s)

Bill Phillips

Office Location: SE 6 316  
Office Hrs.: as posted

Office Phone: 604 451 6762  
E-mail Address: bphillips@queensmba.com

## ■ Learning Resources

### *Required:*

None

### *Recommended:*

*Inside the Tornado*, Geoffrey Moore

*Bulldog, Spirit of the New Entrepreneur*, Rubin

*Working Knowledge, How Organizations Manage What They Know*, Davenport and Prusak

### *Sites:*

www.realtylink.org; www.royallepage.ca, www.jasonsoprovich.com, www.spaceforlease.com;  
www.intrawest.com; www.fastcompany.com; www.loopnet.com; www.gomez.com; www.mls.ca;  
www.colliers.com; www.chalk.com; www.ebay.com; www.brandchannel.com;  
www.harvardbusinessonline.edu; www.forrester.com; www.ipsosreid.com; www.condominiumonly.com  
www.knowledge.wharton.upenn.edu

## ■ Information for Students

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

**Assignments:** Late assignments, lab reports or projects will penalized at a rate of 5% of the course mark daily to a maximum of the mark for the assignment. 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.

**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 may 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 with 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.

### ■ Assignment Details

Full details to be distributed in class.

The Individual Project will require the student to examine, research, assess, and compare the current marketing strategy and/or teamwork application of two competing organizations.

The 2 Group Projects will require student teams to examine, research, assess, and critique the current marketing strategy of a total of two real estate service businesses. One business will be as delivered on the Internet, while the second business studied will rise to a macro level including any Internet presence combined with all other marketing tactics within the current strategy.

### Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
1	Working in Teams	Putting your Company's Whole Brain to Work		
2	Business Strategy Fundamentals			
3	Marketing Strategy Essentials		Individual	September 30
4	Project 1 Presentations	Inside the Tornado		
5	Mission Critical Marketing			
6	Customer Service Strategy			
7	Mid Term Exam	Sessions 1-6		
8	The Product, Information or.....	Working Knowledge, How Organizations Manage What They Know		
9	Group Presentations #1		Group #1	November 13
10	Pricing Real Estate			
11	Group Presentations #2		Group #2	November 27
12	Marketing Real Estate			
13	Marketing Strategy and Business Share			
14	Course Review			
15	Final Exam			