



APR 11 2001

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
School of Business
Program: MARKETING MANAGEMENT

MKTG Course Outline for:
**4414 Introduction to
Commercial Sales &
Property Management**

Option: Commercial Real Estate
Taught to: 2nd Year

Date: March 2001

Hours/Week:	4	Total Hours:	40	Term:	4
Lecture:	2	Total Weeks:	10	Credits:	2.5
Lab:	2				
Other:	0				

Instructor: BILL PHILLIPS

Office No:	SE6 316	Phone:	451 6762
E-mail:	bphillips@queensmba.com	Fax:	986 0391

Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
	1330-1430	1130-1330			

Prerequisites : Marketing 3311

Course Description and Goals: Consideration of topics relevant to Commercial brokerage sales management and property management. Successful completion of this course should prepare the student for challenging the Property Management option of the Real Estate Council licensing examination. This in turn will afford the student the opportunity to consider a career in property management.

Evaluation

Policy: attendance and conduct within the BCIT guidelines

Final Examination	50	%
Quizzes	40	%
Class Participation	10	%
TOTAL	100	%

Course Learning Outcomes

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

1. Understand the fundamentals of commercial real estate management and property management
2. Challenge the Property Management component of the real estate salesperson's pre-licensing examination.

Course Record

Developed by: Bill Phillips
Instructor

Date: 19-3-01

Revised by: _____

Date: _____

Instructor

Approved by: _____

Date: April 3/01

Associate Dean

Text(s) and Equipment

**Required: Real Estate Salesperson's and Sub Mortgage Broker's Pre-licensing Course
Property Management Option Manual**

Course Notes (Policies and Procedures)

- *Assignments:* Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
- *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 exam. 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. Lab exercises are due at the end of the lab period.



Option: Commercial Real Estate

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

MARKETING 4414
INTRODUCTION TO COMMERCIAL SALES & PROPERTY MANAGEMENT

<u>Lecture #</u>	<u>Chapter</u>	<u>Topic</u>
1	12	Introduction to Property Management
	13	Residential Property Management
2	14	Commercial and Industrial Property
	12,13,14	Quiz
3	15	The Law and Property Management
4	16	Leases and Tenancy Agreements
5	17	Lease Interpretation and Leasing
	15,16,17	Quiz
6	18	Market Research and Marketing
	19	Operational and Capital Budgets, Accounting
7	20	Controls, Systems and Forms
	20	Maintenance and Repairs
	21	Energy Conservation
8	18,19,20,21	Quiz
	23	Insurance and Risk Management
	24	Security and Safety
9	25	Environmental Protection and Hazardous Materials
10		Review

