



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option:

Course Number: MKTG 4414
Course Name: Introduction to ICI Sales and Property Management

Start Date: March 20, 2006

End Date: May 26, 2006

Total Hours: 40 Total Weeks: 10

Term/Level: 4B Course Credits: 2.5

Hours/Week: 4 Lecture: 2 Lab: 2

Shop: Seminar: Other:

Prerequisites

Course Number is a Prerequisite for:

Course No.	Course Name
MKTG 3311	Real Estate Principles I

Course No.	Course Name
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v Course Description (required)

MKTG 4414 – Focuses on the unique characteristics of the real estate property management specialty. Consideration of those topics relevant to property management. Successful completion should prepare the student for completing the current British Columbia Property Management Licensing course requirements. This course will afford the student the opportunity to consider a career in property management.

v Detailed Course Description (optional)

v Evaluation

Final Exam	40
Mid-term exam	25
Assignments	10
Presentations	15
Class Participation*	<u>10</u>
TOTAL	100%

Comments: Failure to achieve 50% or more on: the combination of the exams (mid-term and final), and the individual assignments/participation marks, will result in a 0% being assigned for all other projects and assignments, resulting in a failing grade for this course.

(* Class Participation marks must be earned individually in class, through proactive and constructive contribution to the course content.)

v Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

1. understand the fundamentals of commercial real estate sales management and property management;
2. consider completion the current British Columbia Property Management Licensing course requirements.

v Verification

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

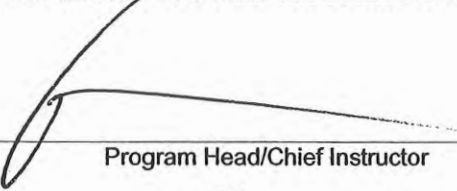


Authoring Instructor

10/04/2006

Date

I verify that this course outline has been reviewed.

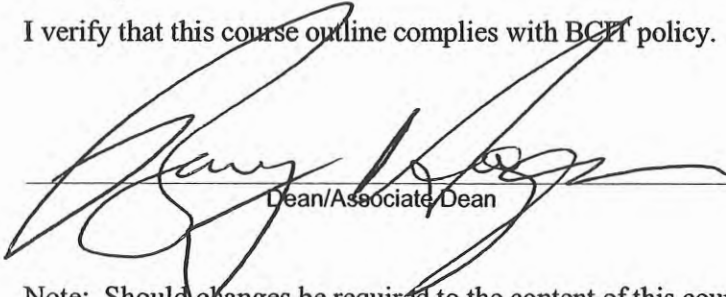


Program Head/Chief Instructor

11/4/06

Date

I verify that this course outline complies with BCI policy.



Dean/Associate Dean

April 10/06

Date

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

v **Instructor(s)**

David Wan

Office Location: SE6-373
Office Hrs.: As posted

Office Phone: 604-451-6769
E-mail Address: david_wan@bcit.ca

v **Learning Resources**

Required:

- Handouts for lab use and review

Recommended:

- Rental Property Management Licensing Course Manual (UBC Real Estate Division. 2006. Vancouver, BC: UBC Real Estate Division.)

v **Information for Students**

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

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. 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. 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.

v **Assignment Details**

To be distributed in class.

Schedule

Week of Number	Outcome/Material Covered	Reference/Reading	Assignment	Due Date
Mar. 20 th / #1	Introduction to Property Management	Handouts		
Mar. 27 th / #2	The Law and Property Management	Handouts		
Apr. 3 rd / #3	Commercial and Industrial Property Management	Handouts		
Apr. 10 th / #4	ICI Sales & Marketing Lease and Tenancy Agreements	Handouts		
Apr. 17 th / #5	Presentation Project Assigned Leasing & Lease Interpretation	Handouts		
Apr. 24 th / #6	Mid-Term Exam			
May 1 st / #7	Market Research & Marketing Operational Budgets, Capital Budgets, and Accounting	Handouts		
May 8 th / #8	Controls, Systems, and Forms Maintenance, repairs, environmental issues x	Handouts		
May 15 th / #9	Maintenance & Repairs (Presentation Project Due)	Handouts		
May 22 nd / #10	Final Exam			