

Course Title	REAL ESTATE MEDIA AND INFORMATION				
Course Code	MRED 555				
Course Type	ELECTIVE				
Level	MASTER				
Year / Semester	YEAR 1/SEMESTER 3 OR 4				
Teacher’s Name	THOMAS PHOTIADIS/PAVLOS LOIZOU				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	In this course, students will examine the important role media, data and information technology play in real estate and why these components are essential to a successful real estate project. As with other major industries, real estate is covered closely by a variety of media outlets and analysts who document market cycles and trends vital to the final goal of a development. Real estate is a for-sale/lease and investment commodity, therefore it is routinely publicized in the media through PR, advertising and branding in order to garner attention and spur transactions.				
Learning Outcomes	<p>Upon the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none">• Identify the dynamic, often intricate relationship between developers and other real estate professionals and the array of media channels which impact each of them.• Become familiar with all the media and information available in the real estate sector.• Design a media campaign for real estate <p>Collect and disseminate all the relevant information</p>				
Prerequisites	NONE		Required		
Course Content	<ul style="list-style-type: none">• How are you using social media for real estate?• What types of real estate content are right for social media?• Facebook; LinkedIn; Instagram for realtors• How to win more real estate clients from social media• Streamline your client communication• Discover new clients and relevant real estate conversations• Step up your social landing pages to snag more leads• How to grow your social following as a real estate business <p>Promote your social accounts anywhere and everywhere you can</p>				

Teaching Methodology	A combination of lectures, discussions, presentations of students' social media projects, guest lecturers will be invited, and video presentations.
Bibliography	Sutterfield, J. (2014). Social Media Marketing for Real Estate Agents. CreateSpace Independent Publishing Platform.
Assessment	<ul style="list-style-type: none"> • Students will be focusing on a single mixed-use real estate project, for which they will devise a complete messaging campaign including PR, advertising and branding: 60% • Exam: 30% Participation/attendance: 10%
Language	ENGLISH