

Course Title	REAL ESTATE MARKETING				
Course Code	MRED 630				
Course Type	COMPULSORY				
Level	MASTER				
Year / Semester	YEAR 1/SEMESTER 2				
Teacher’s Name	PANTELITSA ETEOKLEOUS/PAVLOS LOIZOU				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	Topics to be covered in this course are: real estate professionalism and ethics, characteristics of successful salespersons, time management, psychology of marketing, listing procedures, advertising, negotiation and closing financing; and marketing strategies through social media and other media.				
Learning Outcomes	<p>Upon the successful completion of the course, students will be able to:</p> <ul style="list-style-type: none">• Apply marketing theories in the real estate industry.• Formulate marketing strategies for both primary and secondary market properties.• Evaluate the effectiveness of marketing strategies adopted by real estate marketers.• Identify and diagnose the common agency malpractices. <p>Comprehend of the increasingly sophisticated estate agency industry, especially in light of the introduction of regulatory controls.</p>				
Prerequisites	NONE		Required		
Course Content	<ul style="list-style-type: none">• Environmental Analysis and Market Segmentation: factors affecting real estate marketing such as the demographic-economic, political-legal, technological-natural and social-cultural environments; identification of target customers; consumer behavior and the buying process.• Marketing Mix: Product Management – Ansoff Matrix, Growth Share Matrix, product attributes and product life cycle; Pricing Strategies - general pricing approaches, new product pricing strategies, product-mix pricing strategies and price adjustment strategies; Promotion - communication process, media choosing, feedback collection and promotion budget, and Placing Channels: functions of distribution channels, channel behavior and organization, channel design and management decisions.• Marketing Plan: research and forecasting, formulation, implementation, control and budgets.• Estate Agency Industry: functions, structure, organization, management, business planning and competition.				

	<ul style="list-style-type: none"> Agency Services: definition and roles of estate agent, listing properties, advertising, engagement agreement, inspection and viewing of property, negotiation skills, drafting provisional agreement for sale and purchase/tenancy and follow-up works. <p>Codes of Conducts and Regulatory Controls: malpractices of estate agents, liabilities and indemnity, professional and regulatory controls, estate agent associations, regulatory authorities, licensing and comparative studies to overseas markets.</p>
Teaching Methodology	Theories, applications and related regulations will be introduced in lectures, supplemented with case studies, presentations and discussions during seminars. Computer aided packages, mainly through Internet technology, will be provided to students for self-learning purpose.
Bibliography	Brett, L. D. (2019) Real Estate Market Analysis: Trends, Methods, and Information Sources, Third Edition; Urban Land Institute.
Assessment	Class Participation: 15% Individual Project: 15% Group Project: 30% Final Exam: 40%
Language	ENGLISH