CMG 3203 Construction Marketing

Hours Per Week			Hours per Semester	Weighted Total Mark	Weighted Exam Mark	Weighted Continuous Assessment	Credit Units
LH	PH	TH	CH	WTM	WEM	WCM	CU
3	0	3	45	100	60	40	3

Rationale/Course Description

Construction as a business activity delivers various products and services. The success of such business ventures is dependent on the ability to deliver the right products and services to the market and attract adequate market demand. This course covers basic market concepts that would be beneficial for construction professionals.

Objectives/Aims

- To equip the student with marketing skills for construction products and services
- To highlight market dynamics and competitive techniques in the market place
- To appreciate the implications of appropriate pricing and marketing of products and services