LEC 4203 Property 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

This course covers all phases of real property marketing from defining goals and objectives to evaluating the results of that plan. Emphasis is given to the importance of paying attention to the details of a good marketing plan, and the power of feedback and adjustments.

Objectives/Aims

- To introduce the student to the key principles of marketing
- To equip the student with promotions and market management skills
- To apply marketing concepts to commercial and industrial properties