



BUSINESS SCHOOL

Course Outline 2017
PROPERTY 221: PROPERTY MARKETING (15 POINTS)
Semester 2 (1175)

Course Prescription

Effective marketing is at the core of successful property management, development and investment. Covers buyer behaviour, marketing research, segmentation and targeting, the marketing plan, the listing process and selling techniques all in the context of the property industry. Develops essential skills for independent thinking, strategic problem solving, effective teamwork and business report writing.

Programme and Course Advice

Prerequisite: PROPERTY 102 or BUSINESS 102

Goals of the Course

To provide Bachelor of Property (BProp) and Bachelor of Property Conjoint students with a firm understanding of marketing within the property discipline. The focus of the course is on developing students' skills for:

- applying marketing concepts and theory effectively to real-world property practice;
- assessing and understanding the structure of the real estate industry in New Zealand; and
- formulating and justifying recommendations for a property marketing case.

Learning Outcomes

By the end of this course, it is expected that the student will be able to:

1. apply academic marketing theory to the discussion and explanation of real-world examples from the New Zealand real estate industry and overseas and identify the importance of marketing decisions to successful property practice;
2. demonstrate critical and creative thinking in being able to formulate and justify appropriate recommendations and/or solution to a property related marketing problem;
3. show improved communication skills in both written and oral reporting;
4. exhibit improved research skills; and
5. understand the structure and working of the real estate industry and forge relationships with individuals through the buddy programme.

Content Outline

- Week 1: Introduction to marketing, marketing philosophies and services marketing
Week 2: The traditional marketing process and consumer behaviour Pt 1
Week 3: Marketing of residential property and agencies
Week 4: Buddy programme and launch/ Consumer behaviour Pt 2/Effective group work.
Week 5: Marketing planning / Assignment Pt B Hand out
Week 6: Test, Case Study 1

- Week 7: Case Study 2 Assignment Preparation/ How to give good group presentations
- Week 8: Communication and promotion strategy/Technology and real estate marketing 1
- Week 9: Technology and real estate marketing 2/ Strategic property marketing
- Week 10: Student Group presentations
- Week 11: Marketing of a multi-disciplinary real estate company/ The New Zealand real estate industry current issues and ethics/Market research and information systems
- Week 12: NZ Property Market Research/ Case study 3 /Course review

Learning and Teaching

The class size will be approximately 100 students. The class will meet for 3 hrs each week.

Wednesdays 9-11am AND Thursdays 11-12noon

Class time will be used for a combination of lectures, cases and discussions relating to the property industry. In addition to attending classes students should be prepared to spend about another six hours per week on activities relating to the course. These activities include carrying out the required readings, keeping up with media reports on the property industry, participating in the buddy programme and preparing for the test the group assignment and the final exam. Promotional material relating to property and property services will be utilised in class as a teaching aid and students are requested to bring an up-to-date copy of the "Property Press" to assist with discussions. Students will also be required to work in groups in order to complete a real life assignment, explore current issues in the property industry and experience the property industry as part of the buddy programme

Teaching Staff

Professor Deborah Levy

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Learning Resources

The PROPERTY 221 course book is required reading and contains the course outline, information on the buddy programme and group assignment, copies of lecture slides and a few extra readings. Four video business cases and one written case will be presented to students within the course and utilised in class. There is no required textbook for this course but students are recommended to refer to general marketing and property marketing textbooks for example:

Kotler, and Armstrong (2016), Principles of Marketing (16th Ed.) Pearson Education, Harlow

Rix (2010), Marketing: A practical approach (7th Ed), McGraw-Hill: Australia

Kerin, Hartley, Berkowitz and Rudelius (2006), Marketing (8th Edition), McGraw-Hill International Edition.

Sirgy, Joseph M., (2015), Real Estate Marketing; Strategy, Personal Selling, Negotiation, Management and Ethics, Routledge, Taylor and Francis Group,

Other recommended texts that may be found in the library as they are out of print are:

Bevan (1991), Marketing and property people, Macmillan, Basingstoke, Hampshire, and

Cleavelly (1984), The marketing of industrial and commercial property, Estates Gazette Ltd

Assessment

1. Test (1.5 hours covering sessions 1-10)	20%
2. Group assignment (Business report, presentation & buddy programme)	25%
3. Performance/attendance in class case studies	5%
4. Final Exam (2 hours, covering the entire course)	50%
Total	100%

(Further details will be included in the course book and notified in lectures and via CANVAS)

Learning Outcome	Test	Assignment	Final Exam
1	X	X	X
2		X	X
3		X	X
4		X	
5	X	X	X

Inclusive Learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the lecturer.

Student Feedback

Feedback from students confirmed that they wished that the Buddy Programme remained a compulsory component of the course. The benefits from networking with industry participants was perceived as greatly beneficial.

In the Event of an Unexpected Disruption

We undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions, the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. In the event of a disruption, the University and your course coordinators will make every effort to provide you with up to date information via canvas and the university web site.