

Course Outline

Module Code : RE3704
Module Title : Real Estate Marketing
Semester : Semester 1, Academic Year 2023/2024
Faculty : Adjunct Associate Professor Tay Kah Poh
Department : Real Estate
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Overview

This course comprises two parts. Part 1 covers the theoretical principles and concepts relating to the marketing of real estate, including aspects such as marketing mix, market research and segmentation, product management and pricing, negotiation and selling techniques, distribution methods, etc. Part 2 focuses on the practical applications of these marketing concepts to actual case studies in the real estate market - residential, commercial and industrial properties. More specialised topics such as agency management, collective sales, green leases and the fair tenancy code of conduct will also be covered.

Learning Outcomes

Through this course, students should be able:

- To be familiar with general marketing concepts and strategies.
- To understand the nature of product marketing and branding.
- To learn how to prepare a marketing plan for project marketing.
- To appreciate the features of consumer behaviour and the buying decision.
- To know the elements of marketing research.
- To describe the components in promotion, mix and pricing strategies.
- To highlight the characteristics of personal selling and the agency relationship.
- To acquire knowledge on negotiation strategies and tactics.
- To discuss the types and impacts of digital marketing.

Course Prerequisite(s)

Nil

Course Preclusion(s)

Nil

General Guide & Reading

Nil

Tentative Schedule & Outline

Week	Date	Topic	Activity
1	14 – 18 Aug	Introduction - Marketing vs sales. Marketing as creating value. Marketing mix concepts. What drives the consumer?	Handout for group project

		Marketing research & data collection. Questionnaire design. Marketing Plan.	
2	21 – 25 Aug	Product Strategy. Segmentation concepts. Positioning and Differentiation. Value Proposition. Levels of a Product. Brand strategy. New Product Development Process. Design Thinking. Product Life Cycle. Disruptive innovation.	Handout for individual Project (personal brand statement)
3	28 Aug – 1 Sep	Real estate salesmanship. Personal Selling. Attributes of good agents. Sales process. Prospecting & listing. Negotiations & Closing.	Tutorial 1 (odd week)
4	4 – 8 Sep	Pricing, Place & Promotions I. Pricing decisions. The place of place. Integrated marketing communications. Advertising & public relations.	Tutorial 1 (even week);
5	11 – 15 Sep	Pricing, Place & Promotions II. Advertising & public relations. Social media & digital marketing and management	Tutorial 2 (odd week)
6	18 – 22 Sep	Quiz 1	Tutorial 2 (even week) Individual project due
	23 Sep – 1 Oct	RECESS WEEK	
7	2 – 7 Oct	Property agency management. Regulatory framework. Agency management. Real Estate Industry Transformation Map	Tutorial 3 (odd week)
8	9 – 13 Oct	Residential marketing. Resale v Project Sales. Methods of Sale. Project marketing. Leasing. Co-living. En bloc sales.	Tutorial 3 (even week)
9	16 – 20 Oct	Commercial & Industrial Space Marketing. Types of products. Typical lease terms. Key considerations. The co-working phenomenon. Investment product marketing	Tutorial 4 (odd week)
10	23 – 27 Oct	Retail Space Marketing. Retail property classification. Key tenancy terms. Key considerations. Fair Tenancy Framework. Retail disruption	Tutorial 4 (even week)
11	30 Oct – 3 Nov	Course review Quiz 2	Group Project 2 due
12	6 – 10 Nov <i>#NUS Wellness Day on 10 Nov</i>	Project presentation 1	
13	13 – 17 Nov <i>#Deepavali (Make up) on 13 Nov</i>	Project presentation 2	
	18 – 24 Nov	READING WEEK	
	25 Nov – 9 Dec	EXAMINATION (2 WEEKS)	

Assessment

Assessment Components	Weightage (%)
Group Project – Marketing Plan	40
Project presentation (individual)	10
Individual Project	20
Participation in Classes & Tutorials	10
Quizzes/Tests	20
Total	100

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources, including AI tools like ChatGPT.

In this regard, representing an AI's output as your own work is plagiarism. Improper uses of AI tools which can be construed as plagiarism include, but are not limited, to the following:

- a) Generating an output and presenting it as your own work
- b) Generating an output, paraphrasing it and then presenting it as your own work
- c) Processing an original source not created by yourself to plagiarize it (*e.g. using an AI paraphrasing tool to disguise someone else's original work*)

The University and School will not condone plagiarism. If you have used an AI tool to complete any assigned work, in whole or in part, you must acknowledge it at the end of the assignment. Your assessor is entitled to assume that everything being presented for assessment is entirely your own work. You have the obligation to declare when it is not. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

About me

Associate Prof Tay has over 30 years of real estate experience in a variety of roles – as a valuer, educator, fund manager, consultant, and broker. He has held positions with developers, private equity real estate firms, and property consultancies, and served as an independent director with a number of listed and non-listed real estate and construction companies.