Course Outline

Course Code : RE3704
Course Title : Real Estate Marketing
Semester : Semester 2, Academic Year 2023/2024
Faculty : Assistant Prof Li Zhonglin
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 the practical applications of marketing theories to actual case studies in the real estate market, emphasizing on residential, commercial and industrial properties.

Learning Outcomes

Through this course, student will be able:

- To identify the key 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 in 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.
- To revise and link the lectures in the module.

Course Prerequisite(s)

Nil

Course Preclusion(s)

Nil

General Guide & Reading

- Kotler, Philip & Armstrong, Gary. **Principles of Marketing (17th edition).** Pearson: 2018

Tentative Schedule & Outline

Week	Date	Topic	Activity
1	15 – 19 Jan	Introduction - Marketing vs sales. Marketing as creating value. Marketing mix concepts. What drives the	

		consumer? Marketing research & data collection. Questionnaire design.	
2	22 – 26 Jan	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 Project 1 (personal brand statement)
3	29 Jan – 2 Feb	Real estate salesmanship. Personal Selling. Attributes of good agents. Sales process. Prospecting & listing. Negotiations & Closing.	Tutorial I
4	5 – 9 Feb *CNY: 10 – 11 Feb. Following Monday is a PH.*	Pricing strategy. Pricing decisions. Different pricing strategies.	Handout for Project 2 - residential marketing plan
5	12 – 16 Feb *12 Feb PH (see above)*	Place & Promotions Integrated marketing communications. Advertising & public relations. Advertising & public relations. Social media marketing and management	Tutorial II
6	19 – 23 Feb	Quiz 1	Project 1 Due
	24 Feb – 3 Mar	**RECESS WEEK**	
7	4 – 9 Mar	Property agency Management. Regulatory framework. Agency management. Real Estate Industry Transformation Map	Tutorial III
8	11 – 15 Mar	Residential marketing. Resale v Project Sales. Methods of Sale. Project marketing. Leasing.	
9	18 – 22 Mar	Commercial & Industrial Space Marketing. Types of products. Typical lease terms. Key considerations. The co-working phenomenon. Investment product marketing	Tutorial IV
10	25 – 29 Mar *28 Mar: NUS Well-Being Day* *29 Mar: Good Friday*	Retail Space Marketing. Retail property classification. Key tenancy terms. Key considerations. Fair Tenancy Framework. Retail disruption	
11	1 – 5 Apr	Guest Lecture	• Project 2 Due • Tutorial V: Group Project Presentation
12	8 – 12 Apr *10 Apr: Hari Raya Puasa*	Group Project Presentation	**Tutorial V:** Group Project Presentation
13	15 – 19 Apr	Quiz 2	

20 – 26 Apr	READING WEEK	
27 Apr – 11 May *1 May:* *Labour Day*	EXAMINATION (2 WEEKS)	

Assessment

Assessment Components	Weightage (%)
• Group Project	40
• Individual Project	20
• Class/Tutorial Participation	20
• Quizzes	20
Total	**100**

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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.

Plagiarism is "the practice of taking someone else's work or ideas and passing them off as one' own" (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. 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

I am an assistant professor in the Department of Real Estate, NUS Business School, National University of Singapore. I am an empirical IO economist with research interests in the broad areas of industrial organization and urban economics. My current research focuses on retailers and consumer welfare. I obtained a PhD degree in economics at the University of Chicago Booth School of Business.