

Course Outline

Course Code : RE3704
Course Title : Real Estate Marketing
Semester : Semester 2, Academic Year 2024/2025
Faculty : Assistant Prof Li Zhonglin
Department : Real Estate
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Overview

This course has two parts. The first part covers theoretical principles, focusing on key concepts such as the marketing mix, market research and segmentation, product management, pricing strategies, negotiation and selling techniques, and distribution methods. The second part emphasizes the practical application of these theories in the real estate industry, specifically in the marketing of residential, commercial, and industrial properties.

Learning Outcomes

Through this course, student will be able:

- Identify key marketing concepts and strategies
- Implement marketing research methods such as surveys
- Describe the components with examples in marketing mix (product, promotion, place and price strategies)
- Summarize the characteristics of personal selling and agency business
- Apply marketing strategies to different real estate markets
- Design the whole process for project marketing

Course Prerequisite(s)

Nil

Course Preclusion(s)

Nil

General Guide & Reading

- Kotler, Philip & Armstrong, Gary. **Principles of Marketing (17th edition)**. Pearson: 2018
- Sirgy, Joseph M. **Real Estate Marketing: Strategy, Personal Selling, Negotiation, Management and Ethics**. London: Routledge, 2014

Tentative Schedule & Outline

Week	Date	Topic	Activity
1	13 – 17 Jan	Introduction: What is marketing? Marketing plan. Marketing mix concepts. Vision and mission. Analyze	

		the environment. Understand your customers	
2	20 – 24 Jan	Understanding the consumers. Marketing research and data collection. Market segmentation. Positioning and differentiation. Value proposition.	Handout for Project 1 (personal brand statement)
3	27 Jan – 31 Jan <i>CNY: 29–30 Jan.</i>	No Class.	
4	3 – 7 Feb	Product Strategy. Branding. New product Development Process. Product life cycle. Disruptive innovation.	Handout for Individual Project
5	10 – 14 Feb	Pricing strategy. Pricing decisions. Different pricing strategies.	
6	17 – 21 Feb	Place and Promotion strategies. Advertising & public relations. Social media marketing and management. Personal selling.	Project 1 Due
	22 Feb – 2 Mar	RECESS WEEK	
7	3 – 8 Mar	Quiz 1 (1 hour) Negotiations. Agency Business.	Quiz 1
8	10 – 14 Mar	Residential marketing. Resale and project Sales. Methods of sale. Project marketing.	
9	17 – 21 Mar	Retail Space Marketing. New trends.	
10	24 – 28 Mar <i>28 Mar: NUS Well-Being Day</i>	Commercial and Industrial Space Marketing. Retail Space Marketing. New trends.	
11	31 Mar – 4 Apr <i>31 Mar: Hari Raya Puasa</i>	Guest Lecture	
12	7 – 11 Apr	Group Project Presentation	Group Project Due and Presentation
13	14 – 18 Apr <i>18 Apr: Good Friday</i>	Quiz 2 on 17 Apr	Quiz 2
	19 – 25 Apr	READING WEEK	
	26 Apr – 10 May <i>1 May: Labour Day</i>	EXAMINATION (2 WEEKS)	

Assessment

Assessment Components	Weightage (%)
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• Group Project	40
• Individual Project	20
• Class Participation & Flipped Classroom	20
• Quizzes	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.

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.