COURSE DETAIL

REAL ESTATE MARKETING
Country Singapore
Host Institution National University of Singapore
Program(s) National University of Singapore
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 127
UCEAP Course Suffix
UCEAP Official Title REAL ESTATE MARKETING
UCEAP Transcript Title REAL ESTATE MARKTNG
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course is composed of two parts. Part one 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 two focuses the practical applications of marketing theories to actual case studies in the real estate market, emphasizing on residential, commercial and industrial properties.

Language(s) of Instruction
English

Host Institution Course Number
RE3704

Host Institution Course Title
REAL ESTATE MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Real Estate

Course Last Reviewed

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