

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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