

# 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Real Estate

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