COURSE DETAIL

ADVANCED REAL ESTATE MARKETING
Country Singapore
Host Institution National University of Singapore
Program(s) National University of Singapore
UCEAP Course Level Graduate
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 207
UCEAP Course Suffix
UCEAP Official Title ADVANCED REAL ESTATE MARKETING
UCEAP Transcript Title REAL ESTATE MKTG
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course focuses on real estate marketing processes as well as specific real estate marketing strategies and practices that are applicable to various types of real estate, including residential, commercial and industrial institutional and heritage developments. Its scope encompasses the various real estate marketing methods/practices in Singapore, the HDB Act as well as the use of internet marketing tools. The course examines case studies in Singapore and overseas as an additional teaching tool to enhance students' learning of how to market public and private sector real estate developments for sale and lease under both boom and recessionary market conditions. This course is part of the masters program in real estate.

Language(s) of Instruction
English

Host Institution Course Number
RE4204

Host Institution Course Title
ADVANCED REAL ESTATE MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Real Estate

Course Last Reviewed

Print