

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

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