



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-796DE	International Real Estate Marketing	7.5
Prerequisites	Department	Semester
None	School of Business	Fall, Spring, Summer
Type of Course	Field	Language of Instruction
Elective	Real Estate	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle		1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Distance Learning	N/A	None

Course Objectives:

The main objectives of the course are to:

1. Study the theories and current practices of international real estate marketing management.
2. Examine special and significant international markets and segments, along with their customer profile and business attributes.
3. Develop marketing management strategies and tactics targeting international real estate markets and segments.
4. Build relationships with all stakeholders and utilize international professional and business networks, institutions and organizations, within and towards the successful implementation of international real estate marketing management

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Create customer profiles of international real estate markets and segments towards marketing planning
2. Evaluate international buyers' expectations, preferences and general behavior and provide relevant advice to investors and developers.
3. Design and implement strategic marketing plans and tactics that target/include international markets and segments.
4. Build, sustain and strengthen relationships with international real estate stakeholders;

including customers, investors, intermediaries, networks and institutions

5. Develop competencies in and apply their knowledge on socio-technological developments, including digital marketing, social media etc., towards international real estate marketing communications (and planning and implementation in general).

Course Content:

1. International versus local RE marketing management
2. The global RE marketing environment
3. International investors (types, institutions etc.)
4. International buyers by nationality (EU, USA, Russian, Chinese, Arab, other)
5. International buyers by type (luxury, benefit-seeking etc.)
6. Other international RE stakeholders
7. The international RE marketing planning process
8. The international RE marketing mix (8 Ps)
9. Building relationships with international stakeholders
10. Utilizing technology in international RE marketing and communications
11. International RE institutions and ethics (FIABCI, RICS etc.)

Learning Activities and Teaching Methods:

Online Lectures, discussions, practical group exercises, case studies, videos and internet presentations

Assessment Methods:

Project Report
 Project Presentation / Q&As
 Final Exam
 Class Contribution

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Lecture Notes		N/A	N/A	N/A

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Real Estate Marketing: Strategy, Personal Selling, Negotiation, Management, and Ethics	M. Joseph Sirgy	Routledge	2014	1317689054, 9781317689058
Real Estate Investing: Market Analysis, Valuation Techniques, and Risk Management	Benedetto Manganeli	Springer	2015	3319063979, 9783319063973
Principles of Real Estate Practice	Stephen Mettling, David Cusic	CreateSpace Independent Publishing Platform	2013	1481245155, 9781481245159
Property Management	Robert C. Kyle, Marie S. Spodek, Floyd M. Baird	Dearborn Real Estate Education	2013	1427747903, 9781427747907
Business Strategies for Real Estate Management Companies	Richard F. Muhlebach, Alan A. Alexander	Institute of Real Estate Management	2014	1572032200, 9781572032200
Real Estate Principles, 12 th Edition	Charles J. Jacobus	Oncourse Learning	2014	1285420985, 978- 1285420981
Global Marketing, Global Edition 8e	Keegan, W.J. and Green, M	Pearson Education	2015	9781292017 389
Strategic Marketing Management, 8 th Edition	Alexander Chernev	Cerebellum Press, USA	2014	978- 1936572199 1936572192