



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Management of Real Estate Agency							
Course Code		EMY279		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Goals The purpose of the course is to help students to learn everything about real estate management and brokerage.							
Course Content		In this course, all aspects of real estate marketing research process is presented students with an applied orientation.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	H.Ali.Taylan , Emlak ve Emlakçılık, 2004
2	Emlak müşavirinin el kitabı, T.C. Adapazarı Emlak Komisyoncuları odası ,yayını no; 1, 2005
3	Mehmet Aydemir, Her Yönüyle Emlak Komisyonculuğu, Baskı 1, 2006

Week	Weekly Detailed Course Contents	
1	Theoretical	Brokerage and Types
2	Theoretical	Real Estate Brokerage: Real estate broker definition, tasks,
3	Theoretical	Characteristics of real-estate agent;
4	Theoretical	Real-estate agent responsibilities, rights;
5	Theoretical	Concept and Types of Real Estate;
6	Theoretical	Declaration of Real Estate: Real Estate declaration filled;
7	Theoretical	Buying and Selling Real Estate: Real Estate methods of trading,
8	Intermediate Exam	MidTerm Exam
9	Theoretical	Genel Tekrar
10	Theoretical	Loan receivables relations,
11	Theoretical	To a successful sale, real estate sales process to do
12	Theoretical	To a successful sale, real estate sales process to do
13	Theoretical	Attributes of professional customer representatives
14	Theoretical	Face to face sales preparation and strategies
15	Theoretical	marketing techniques
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	3	0	14	42
Assignment	1	0	17	17
Term Project	1	0	17	17
Midterm Examination	1	7	1	8



Final Examination	1	14	2	16
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Real Estate Training
2	Information about the basic concepts of Real Estate Business
3	Personal development of the real estate agent
4	Portfolio-making process
5	.

Programme Outcomes (Real Estate and Property Management)

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Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	2	3	2	3	3
P2	5	4	3	3	4
P3	4	3	4	4	3
P4	2	3	3	2	4
P5	3	3	4	4	3
P6	3	3	4	4	4
P7	2	2	3	3	5
P8	4	3	3	2	4
P9	1	1	1	1	4
P10	1	1	1	1	3
P11	3	3	3	3	4
P12	1	1	1	1	3
P13	1	1	1	1	4

