



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Real Estate Marketing							
Course Code		EMY201		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		Tranfer of skills and knowlegde for forming and implementing a marketing strategies and applying the implementaion process to real estate							
Course Content		In real estate marketing, general marketing methods to increase its market share in the region and retention of personal promotion, marketing, sales career training, advertising, success strategies, closing operations							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Ins. Baki ERDOĞAN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	1)REMAX EĞİTİM SEMİNERLERİ, GİLL OSTRANDER 2) ANGELO FREDERA ' Başarılı Stratejiler 1,2,3,4
2	MEB, (2011) "Pazarlama ve Perekende ders notları", http://www.megep.meb.gov.tr/mte_program_modul/moduller_pdf
3	Emlak Pazarlaması, Nazife KÜÇÜKASLAN
4	Pazarlama İlkeleri, Atatürk Üniversitesi Açıköğretim Fakültesi Yayını

Week	Weekly Detailed Course Contents	
1	Theoretical	The purpose of real estate marketing, real estate marketing before the real estate marketing and the sale of real estate portfolio (list) to create
2	Theoretical	Portfolio Creation Techniques (Portfolio creation from the property owner who wants to sell his house, Creating Portfolio by Asking the Sellers of the Property with the Sale Method from the Owner and Creating Portfolio by Door to Door)
3	Theoretical	Portfolio Creation Techniques (Online Portfolio Creation and Portfolio with Other Real Estate Brokers), Real Estate Registry
4	Theoretical	Application activity, objective tests and practical testing
5	Theoretical	Priority marketing and marketing in real estate (marketing and marketing management)
6	Theoretical	Marketing in Real Estate (Marketing Environment Factors, Customer Market and Customer Behaviors and Major Factors Affecting Customer Behavior)
7	Theoretical	Marketing in Real Estate (Customer's Buying Decision Behavior and Process, Market Segmentation, Internet Marketing and Campaigning)
8	Intermediate Exam	mid-term exam
9	Theoretical	Genel Tekrar
10	Theoretical	Advertisement for Sale (Types of Advertisement for Sale)
11	Theoretical	Application activity, objective tests and practical testing
12	Theoretical	Real Estate Sale (Interview with the Buyer, Designing the Navigation Plan, Showing the Real Estate, Agreement and Sale)
13	Theoretical	Real Estate Sale (Exact Pay, Real Estate Deed and Marketing Service of the Deed Transfer)
14	Theoretical	Application activity, objective tests and practical testing
15	Theoretical	Application activity, objective tests and practical testing
16	Final Exam	final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	2	0	14	28
Lecture - Practice	1	10	14	24



Term Project	1	0	25	25
Midterm Examination	1	7	1	8
Final Examination	1	14	1	15
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	marketing functions
2	marketing in the new economy
3	Personal promotion
4	Advertising
5	Sales career education
6	The purpose of the course knowledge and skills in line.

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	L6
P1	2	3	2	3	5	3
P2	5	2	3	3	3	3
P3	4	3	4	3	2	3
P4	2	3	3	3	3	3
P5	2	2	2	4	3	3
P6	3	3	4	4	3	4
P7	4	2	3	3	4	4
P8	4	3	3	2	2	2
P9	1	1	1	1	1	4
P10	1	1	1	1	1	1
P11	5	5	5	5	5	5
P12	5	5	5	5	4	4
P13	4	4	4	4	4	4

