



APPLIES TO ACADEMIC YEAR 2011/2012

## EMS 3684 Real estate marketing

### Programme

Bachelor in Real Estate (3. year)

### Responsible for the course

Gorm Kunøe, Paul H Fjeldheim

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

15

### Language of instruction

Norwegian

### Introduction

### Learning outcome

The course aims to give students in-depth knowledge of central aspects of service marketing that are relevant for real estate studies. The course includes the subject areas information related and consumer behaviour, sales and sales management, marketing research as well as service management. Lectures, student guidance and assignments shall as far as possible incorporate the particular characteristics of the real estate business and law.

The target of the course is to raise the knowledge of the students to a level where they are able to plan and take responsibility for their own marketing and selling effort in a legal and ethical way.

### Acquired knowledge

- To comprehend what it means in practice to gain the competence that enables the student to function as a professional sales person and a sales manager.
- Get the competence that enables the student to establish and develop customer relations.
- In order to secure learning it is emphasised that the student should be prepared for class, to that effect cases will be distributed before each lecture and are supposed to be solved before the lecture in question.

### Acquired skills

- The students must be made able to contact prospects and to go through a sales process.
- Be able to single handed develop a sales plan that fulfil the activity targets set by the sales manager, and make a plan for building customer relationships.

### Reflection

- During the course the student must understand that the sales person is indispensable to the company, and at the same time is an active brand builder towards new and existing customers.
- Through a professionalising process the course shall establish a critical and constructive attitude to sales, and during the course develop good understanding for the ethical and legal sides of the sales process.

### Prerequisites

The student must have completed the two first years of Bachelor in Real Estate or equivalent.

### Compulsory reading

#### Books:

Andreassen, Tor Wallin. 2006. Serviceledelse : planlegging og styring av sannhetens øyeblikk. 5. utg. Gyldendal akademisk. Kapitlene 1 og 6 er ikke eksamensrelevante  
Berg, Petter A. 2009. Kunsten å selge : etablere, beholde og utvikle salgsrelasjoner. 4. utg. Cappelen Akademisk forlag  
Bråthen, Tore og Margrethe Røse Solli. 2011. Lærebok i praktisk eiendomsmedling. Del 1. 3. utg (rev). Norges eiendomsmedlerforbund. Side 114 - 138  
Christoffersen, Svein Aage, red. 2005. Profesjonsetikk : om etiske perspektiver i arbeidet med

mennesker. Universitetsforlaget  
Cialdini, Robert B. 2011. Påvirkning : teori og praksis. 2. utg. Abstrakt Forlag. (norsk utgave)  
Lunde, Tore og Ingvild Mestad og Terje Lundby Michaelsen. 2010. Markedsføringsloven med kommentarer. Gyldendal akademisk  
Rosén, Karl og Dag Henden Torsteinsen. 2008. Eiendomsmegling : rettslige spørsmål. 2. utg. Gyldendal akademisk. Side 219 - 325

### Recommended reading

#### Books:

Bennett, William J. 2007. Dydernes bog. 2. utg. Lindhardt og Ringhof  
Johnston, Mark W., Greg W. Marshall. 2011. Churchill/Ford/Walker's sales force management. 10th ed. McGraw-Hill/Irwin  
Zeithaml, Valerie A., Mary Jo Bitner, Dwayne D. Gremler. 2009. Services marketing : integrating customer focus across the firm. 5th ed. McGraw-Hill/Irwin

#### Other:

Kunøe, Gorm. 2008. Kompendium til markedsføring og salg av eiendomsmeglertjenester. ScanForum AS

### Course outline

#### 1. Juridical topics

Legal rules on the practice of the real estate profession, including the new Estate Agency Act, regulation of real estate agencies, rules on marketing and ethical rules.

#### 2. Sales and Marketing related topics

- Service management
- Personal Sales and Sales Planning
- Ethics in professions
- Power of influence - Effective techniques

### Computer-based tools

Computer-based tools are not used in this course.

### Learning process and workload

The course runs over one semester with a total of 84 teaching hours. Teaching is conducted through lectures, teamwork and practical exercises. Assignments and cases will also be handed out, to be solved individually.

As part of the teaching programme the students are divided into small discussion groups and will work on assignments associated with each topic. The assignments will be discussed and reviewed in class after the discussion group work. The lecture form of teaching requires that the students before each lecture have studied the syllabus and the rules of law for the topic in question. The students are required to bring the code of laws and other study aids to the lectures and become familiar with them while studying the various topics. Parts of the syllabus must be studied through self-tuition.

#### Coursework requirements

One mandatory hand-in assignment is set in the course, and will be graded by the lecturer or another qualified person.

#### Recommended workload in hours

Activity	Use of hours
Participation in lectures	66
Discussion group work supervised by the lecturer	18
Preparations for lectures	90
Self-tuition / reading syllabus	96
Work on assignments / term paper	130
<b>Total recommended use of hours</b>	<b>400</b>

### Use of hours

#### Coursework requirements

The two hand-in assignments must be completed and passed before the student can sit for the exam.

### Examination

The students are evaluated through a term paper in proximity to the estate agency business, based on the syllabus. The paper is to be written individually or in groups of up to three students. The paper is to be written in the course of one week.

**Examination code(s)**

EMS 36841 Term paper, counts 100% to obtain final grade in EMS 3684 Real estate marketing, 15 credits

**Examination support materials**

All aids are allowed.

**Re-sit examination**

Re-sit examination is offered every term for students that have not passed the term paper or wish to improve their grade.

Students that have not passed the coursework requirements (two assignments) will not be allowed to hand in the term paper for final exam, and must re-take the assignments during the next scheduled course.

**Additional information**