

Real Estate Marketing and Brokerage

Course Code: MKT- 405 (Theory - 3 credits)

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Class No.	Content	Remarks
	<p>Rationale: As real estate business is always a million dollar business, marketing strategies in Real Estate business is also very critical, thoughtful and tactical. In real estate we need to deal with not only an expensive product but also with a high involvement product. Hence, strategic marketing has ample role to play in any real estate business including real-estate brokerage. This particular course is actually a perfect blend of strategic marketing focusing to real estate product and brokerage services. This course aims to disseminate an array of knowledge about different marketing strategies adopted by local and international real estate companies with some remarkable case studies and experience sharing of industry experts. In addition an idea about licensed real setae brokerage services including policies and practices in different parts of the world will also be given.</p>	iQAC adherence
	<p>Objectives: The specific objectives of the course are:</p> <ul style="list-style-type: none"> • to provide elementary knowledge of organizational framework of real estate companies, different types real estate and brokerage business, functional and operational frameworks. • to provide basic knowledge about strategic marketing and marketing strategies adopted by different business industries. • to introduce students with some remarkable cases of strategic marketing in the real estate sector of Bangladesh and abroad. • to facilitate students with a collaring platforms with alumni and industry experts in strategic marketing of real estate products. • to encourage and help students by providing all relevant information to become an ENTREPRENEUR. 	iQAC adherence
1	<ul style="list-style-type: none"> • Course delivery architecture and objective. Importance of studying Real Estate Marketing and Brokerage. • Practical implications of the subject matters in the real estate industry. • Competitive advantages of studying the course in career development. 	PPT + Discussion
2	<p>Marketing, Marketing Strategy and Strategic Marketing:</p> <ul style="list-style-type: none"> • Definition, difference and scopes • Real Estate Business and Real Estate Brokerage services • Distinction between Partnership, joint venture and State owned Real Estate. 	PPT + Videos & Discussion
3	<p>Strategic Marketing:</p> <ul style="list-style-type: none"> • Product knowledge • Market competition. • Functional departments of company and organization. <p style="text-align: center;">* Flipped Classroom</p>	PPT + Class work + Quiz 1

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4	Quiz 1 (20 minutes) +	BLC Off line activity
	Group task: Reading and understanding a Partnership Deed of Agreement.	
5	Strategic Marketing Concepts and Cases: <ul style="list-style-type: none"> • Definition and concept • Case of strategic management in Real Estate Companies. • Case of strategic management in other companies. 	PPT + Discussion
6	Competition Management: <ul style="list-style-type: none"> • Definition and concept • Competition analysis • Competition management 	PPT + Text Book + PDF
7	Quiz 2 (1st 30 minutes)	Documents will be supplied
	60 minutes Case study* * News paper	
8	Negotiation Skills: <ul style="list-style-type: none"> • SWOT analysis • Basic negotiation skills • Negotiation skills in Real Estate Companies * Flipped Classroom	PPT + Text Book
Mid Term Examination		25
9	Market and Trend Analysis: <ul style="list-style-type: none"> • Real Estate Market Trend in last 20 years • Market forecasting • Strategic moves towards Real Estate Market 	PPT + Video
	Quiz 3 (1st 30 minutes)	
	60 minutes Case study* *Forbes Magazine * Strategic moves of Real Estate market during corona and lockdown.	
11	Real Estate Brokerage: <ul style="list-style-type: none"> • Concept • Brokerage law in Bangladesh and other foreign countries. • Current brokerage practice in real estate management. 	Flipped classroom Video Case Studies
12	Strategic Advertising: <ul style="list-style-type: none"> • Concept and Cases • Strategic moves of Asset, Rupayan, Advance, Sheltech, BTI, NAVAN and Amin Mohammad * Guest Speaker	PPT + Text Book
13	Presentation and Assignment (G 1-7)	
14	Presentation and Assignment (G 8-15)	
15	Course Review and Measuring Learning Outcomes	
Final Examination		40