Course Syllabus

Code - Course Title	**İŞL327 - Management and Marketing in Real Estate Industry**
Course Type	V. SEMESTER
Laboratory + Practice	2+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	PROF. DR. NURCAN TURAN

Mode of Delivery	The mode of delivery of this course is Face to face
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	General Business
Recommended Resources	Real Estate Management and Marketing (Ed. Nurcan Turan) (2013). Anadolu University, Open Education Faculty Publications. Ankara: Saray Matbaacılık.
Work Placement	There are no formal work placement for this course.
Aims of the Course	The objective is to teach students the fundamental concepts of management and marketing within the real estate sector and the operational dynamics of the industry, and to provide them with professional skills by conveying the management and marketing processes of businesses in the sector within the framework of scientific and ethical principles.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	**LO-1**	Basic Concepts of Real Estate Marketing	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Document/Text/Data Analysis
Week - 2	**LO-2**	Characteristics of the Real Estate Market	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 3	**LO-2**	Market Structures in the Real Estate Market	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis
Week - 4	**LO-3**	Real Estate Entrepreneurship	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Document/Text/Data Analysis
Week - 5	**LO-2**	Segmentation of the Target Market	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Document/Text/Data Analysis
Week - 6	**LO-2**	Segmentation of the Target Market	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Document/Text/Data Analysis
Week - 7	**LO-2**	Competitive Strategies	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis
Week - 8	**LO-2**	Real Estate Marketing Mix	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Document/Text/Data Analysis

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 9	LO-5	Real Estate Information System	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis
Week - 10	LO-5	Real Estate Finance and Mortgage Systems	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Document/Text/Data Analysis
Week - 11	LO-2	Consumer Behavior in the Real Estate Market	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 12	LO-2	Consumer Behavior in Real Estate Market	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 13	LO-4	Marketing and Sales Techniques in the Real Estate Market	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 14	LO-5	Real Estate Marketing Ethics	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry

Learning Outcomes

#	Learning Outcome
1	The student will be able to evaluate real estate and the real estate sector.
2	Can explain the characteristics and principles of real estate marketing.
3	The student will be able to recognize intermediary businesses in real estate marketing.
4	The student will be able to evaluate sales and the sales process in real estate marketing.
5	Can explain the real estate management process.

Learning Outcomes

#	Learning Outcome
6	Can explain the concepts of risk and insurance in real estate management.

Sustainable Development Goals

✓ Health and Quality of Life ✓ Decent Work and Economic Growth ✓ Industry, Innovation and Infrastructure ✓ Sustainable Cities and Communities ✓ Climate Action

Course Theme

✓ Economics, Finance and Management ✓ Entrepreneurship ✓ Law, Ethics and Regulations ✓ Robotics, Automation and Mechatronics ✓ Urban Planning, Transport and Smart Buildings ✓ Innovation Skills

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	2.00	14	28
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	2.00	14	28
Ödevler	0.00	0	0
Proje - Rapor - Sunum Hazırlama	20.00	1	20
Ara Sınav Hazırlığı (sınav süresi dahil)	20.00	1	20
Final Sınavı Hazırlığı (sınav süresi dahil)	25.00	1	25
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0.00	0	0
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**5.0**

Assessment Method and Passing Requirements

✓ Open-Ended Test ✓ Presentation