Course Syllabus

Code - Course Title	**EMY106 - Real Estate Marketing**
Course Type	I. SEMESTER
Laboratory + Practice	1+1
ECTS	**2.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ÖĞR. GÖR. DR. BÜLENT ATMACAN

Mode of Delivery	The delivery of this course is face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There are no recommended optional programme components.
Recommended Resources	Emlak Yönetimi ve Pazarlaması (Ed. Nurcan Turan) (2013). Anadolu Üniversitesi, AÖF Ya. Ankara: Saray Matbaacılık.
Work Placement	There is no formal training course for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Basic Concepts Related to Real Estate Marketing	
Week - 2		Characteristics of Real Estate Market	
Week - 3		Market Structures in Real Estate Market	
Week - 4		Real Estate Entrepreneurship.	
Week - 5		Segmentation of Target Market	
Week - 6		Segmentation of Target Market	
Week - 7		Strategies of competing	
Week - 8		Midterm Exam	
Week - 9		Midterm Exam	
Week - 10		Real Estate Marketing Mix	
Week - 11		Consumer Behavior in Real Estate Market	
Week - 12		Consumer Behavior in Real Estate Market	
Week - 13		Marketing and Sales Techniques in real Estate Market	
Week - 14		Real Estate Marketing Ethics	

Learning Outcomes

#	Learning Outcome
1	Evaluate the real estate and real estate sector
2	Explain the features and principles of real estate marketing
3	Evaluate the sales and sales process in the real estate marketing
4	Explain the real estate management process
5	Recognize the intermediaries in the real estate marketing
6	Explain risk and insurance in real estate management

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

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

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**