## Course Syllabus

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| **Code - Course Title** | **EMY210U -** |
| **Course Type** | IV. SEMESTER |
| **Laboratory + Practice** | 0+0 |
| **ECTS** | **5.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Elective Courses |
| **Course Instructor(s)** | Prof. Dr. Nurcan TURAN |

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| **Mode of Delivery** | The delivery of this course is distance education. |
| **Place of Delivery** | Online |
| **Used Educational Platforms** | Online |
| **Prerequisites** | There is no prerequisite or co-requisite for this course. |
| **Courses Recomended** | There are no recommended optional programme components. |
| **Recommended Resources** | Emlak Pazarlaması (Ed. Nurcan Turan) (2024). Anadolu Üniversitesi, AÖF Ya. Esklşehir Anadolu Üniversitesi Basımevi. |
| **Work Placement** | There is no formal training course for this course. |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | **LO-1** | Introduction to Real Estate Marketing | Lecture, Question & Answer, Discussion, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis |
| **Week - 2** | **LO-2** | Environmental Factors in Real Estate Marketing | Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis |
| **Week - 3** | **LO-3** | Consumer Buying Behaviors in Real Estate Marketing | Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 4** | LO-4 | Real Estate Marketing Strategy: Market Segmentation, Target Market Selection, and Positioning | Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis |
| **Week - 5** | | Exam Questions | |
| **Week - 6** | | Exam Questions | |
| **Week - 7** | | Midterm Exam | |
| **Week - 8** | | Midterm Exam | |
| **Week - 9** | LO-5 | Marketing Mix in the Real Estate Sector | Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis |
| **Week - 10** | LO-6 | Personal Selling and Sales Management in Real Estate Marketing | Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Practice/Practical Work/Workshop, Research and Inquiry, Document/Text/Data Analysis |
| **Week - 11** | LO-7 | Digital Real Estate Marketing | Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis |
| **Week - 12** | LO-8 | Real Estate Marketing and Ethics | Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry, Document/Text/Data Analysis |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| Week - 13 | | Exam Questions | |
| Week - 14 | | Exam Questions | |

## Learning Outcomes

| # | Learning Outcome |
|---|---|
| 1 | Can explain the fundamental concepts of real estate and real estate marketing. |
| 2 | Can define the macro and micro-environmental factors of real estate marketing. |
| 3 | Can explain consumer purchasing behaviors in real estate marketing. |
| 4 | Can explain the market segmentation process in the real estate market, target market segmentation, and differentiation and positioning strategies. |
| 5 | Can explain the elements of the marketing mix in the real estate sector. |
| 6 | The student will be able to explain the personal selling process and sales management in real estate marketing. |
| 7 | The student will be able to explain the changes and strategies created by digital technologies in the real estate sector. |
| 8 | Explain national and international ethical principles, standards and legal regulations in the real estate sector and their relationship. |

## Sustainable Development Goals

✓ Health and Quality of Life ✓ Quality Education ✓ Decent Work and Economic Growth ✓ Industry, Innovation and Infrastructure ✓ Sustainable Cities and Communities ✓ Responsible Production and Consumption ✓ Partnerships for Purposes

## Course Theme

✓ Economics, Finance and Management ✓ Entrepreneurship ✓ Law, Ethics and Regulations ✓ Urban Planning, Transport and Smart Buildings

## AKTS Workload

| Activity | Duration (Hour) | Count | Workload |
|---|---|---|---|
| Teorik Derse Katılım | 3.00 | 14 | 42 |
| Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı) | 25.00 | 1 | 25 |
| Ödevler | 0.00 | 0 | 0 |
| Proje - Rapor - Sunum Hazırlama | 0.00 | 0 | 0 |
| Ara Sınav Hazırlığı (sınav süresi dahil) | 25.00 | 1 | 25 |
| Final Sınavı Hazırlığı (sınav süresi dahil) | 30.00 | 1 | 30 |
| 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

✓ Multiple Choice Test

| Assessment Method and Passing Requirements | Quamtity | Percentage (%) |
|---|---|---|
| 1.Midterm Exam | 1 | 30 |
| Final Exam | 1 | 70 |
| | **Sum (%)** | **100** |