Course Syllabus

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

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**