

Course guide

310511 - 310511 - Real Estate Marketing

Last modified: 05/12/2023

Unit in charge: Barcelona School of Building Construction
Teaching unit: 732 - OE - Department of Management.

Degree: MASTER'S DEGREE IN BUILDING CONSTRUCTION MANAGEMENT (Syllabus 2015). (Optional subject).

Academic year: 2023 **ECTS Credits:** 5.0 **Languages:** Spanish

LECTURER

Coordinating lecturer: Jesús Viscarri Colomer
Ingeniero Industrial

Others:

PRIOR SKILLS

For taking successfully this subject, the student must have abilities of study, teamwork and dialogue. It is basic the commitment to work the communication aspects demanded in the area of the management. The previous technical training is an element of value to confront the subject successfully.

REQUIREMENTS

For this reason it is necessary to prepare previously the sessions, consult and study the material which is facilitated to the student, as well as the study of the compulsory bibliography and the recommended texts. Additionally, it is an essential requirement the participation in the discussion of the cases, to do the commended exercises and works, by means of the personal dedication, and with the members of the team assigned at the beginning of the course.

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

CE05MUGE. Implement management models of resources in companies in the sector of construction

CE03MUGE. Manage strategic and infrastructure planning and programming and apply to the management, planning and control of operations.

CE01MUGE. Apply techniques of resource planning analysis in building businesses.

CE06MUGE. Analyse financial and accounting operations of the company, with special emphasis on cases from the building sector

CE07MUGE. Identify strategic management models used in companies in the building sector

CE11MUGE. Analyse cost control systems and apply them

CE12MUGE. Apply management models suitable for edification processes

Generical:

CG1MUGE. Apply the acquired knowledge in solving complex problems in any sector of the building management.

CG4MUGE. Analyse, evaluate and synthesise critically, the information to propose solutions or alternatives to situations arising from building management processes.

Transversal:

05 TEQ. TEAMWORK. Being able to work as a team player, either as a member or as a leader. Contributing to projects pragmatically and responsibly, by reaching commitments in accordance to the resources that are available.

06 URI. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.

03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

01 EIN. ENTREPRENEURSHIP AND INNOVATION: Knowing about and understanding how businesses are run and the sciences that govern their activity. Having the ability to understand labor laws and how planning, industrial and marketing strategies, quality and profits relate to each other.

Basic:

CB7. The students must be able to apply the acquired knowledges and their ability of resolution of problems in new or little known environments inside more wide environments (or multidisciplinary) related with their study field.

CB6. Possess and understand knowledge which provide a basis or opportunity to be original in the development and/or application of ideas, usually in a context of research.

CB10. The students must possess the learning abilities which allow them to continue studying in a way which should be to a large extent self-directed and autonomous.

CB9. The students must be able to communicate their conclusions and the knowledges and ultimate reasons which support to specialised and non-specialised audiences in a clear mode and without ambiguities.

CB8. The students must be able to integrate knowledges and front to the complexity to formulate opinions from an information which, being incomplete or limited, includes reflections about the social and ethical responsibilities linked to the application of their knowledges and opinions.

TEACHING METHODOLOGY

Theoretical-practical sessions open to the debate, practical cases, exercises and support readings.

We use the method of the case as a learning procedure which pretends to develop the management abilities of the commercial and marketing areas both in the real-state sector and in the market in general.

Visits of notorious professionals of the real-state and marketing sectors.

Summarizing, the faculty bases on theoretical-practical sessions, combining basic and current concepts of the marketing, and the method of the case. The training is completed with the individual work and the teamwork.

LEARNING OBJECTIVES OF THE SUBJECT

The marketing is a function of the organisations which consists of a group of processes which purpose is the creation of value and the management of the relationships with the clients by procedures which benefit the own entity and all the interested parts related with it (stakeholders). The processes include the planning and execution of the conception of the idea, the setting of the price, communication and distribution of goods and services to create exchanges which satisfy the objectives of the individuals, the organisations and the society in general. The marketing identifies and evaluates the needs of the people and the society through the investigation of the markets, trying to choose the most appropriate programmes.

Initially, as a social discipline, the marketing is born from the necessity of setting in the market the excesses of fabrication of the companies. With the appearance of the competence it is necessary to reinforce aspects like the segmentation of the markets, the brands, the differentiation of the products and the services to the clients.

Currently, the key leverages of the marketing are the analysis, the positioning of the brand and the creativity in all the operational tools of the marketing mix (product, price, distribution and communication). The new technologies, the social-economical changes and the globalisation demand new interpretations of the marketing actions. Professionals and academics accept the changes up to the point of calling the marketing with new terms which don't stop being parts of the same discipline or new forms of perceiving and describing the group of transformations which the society experiences. From the strategic marketing to the personal marketing, passing through the lateral marketing, social marketing, real-state marketing or online marketing. All of that leads us to adjust the tools and methodologies both short-term and long-term, reinventing day-to-day the function of the marketing of organisations.

These concepts, widely completed, have intensive use in sectors linked to the consumption. However, the utilization of the sector of reference, the real-state sector, which is subjected to scrutiny. The academic literature is timid. The narrow correlation of the real-state sector to the economy of the country determines the success or the failure of that to the macroeconomic conditions. The marketing as a business philosophy is a pending subject because of being little professionalised: in an atomized and dispersed, changeable and specialised market, as it is the real-state sector, still exists a timid investment in the research of markets. It is the only sector with high movement of resources which doesn't need market studies and, sometimes, professional sales agents. Often some plots are bought without knowing what will be built there. Furthermore, it counts on with a low degree of hybridization: the banks finance, advertise and make market studies and sell special offers. The intermediaries finance, the individuals make special offers. All of that restrict the specialisation in the business and marketing aspects. The benefit in short-term, the low training, the minimum definition of product and the lack of service to the client are other typical enemies which stick out their consequences during unfavourable economic cycles.

The main purpose of this programme is to deepen in these and other concepts related, and facilitate all the guides to obtain some knowledges which will allow the student to develop abilities to make a complete real-state marketing plan. From the definition of business model to the establishment of specific business actions, based on the analysis. With that, the students will receive strong business and marketing concepts, as a part of their training in the management of companies, and tools to develop their professional tasks successfully.

STUDY LOAD

Type	Hours	Percentage
Hours small group	5,0	4.00
Hours medium group	5,0	4.00
Self study	90,0	72.00
Hours large group	15,0	12.00
Guided activities	10,0	8.00

Total learning time: 125 h

CONTENTS

1. Introduction to management. Company and entrepreneur

Description:

- The company and the sector.
- Model of contents table.
- The entrepreneur.
- The executive.
- Negotiation.

Specific objectives:

Basic concepts of management.

Related activities:

Practical cases and exercises.

Related competencies :

CE03MUGE. Manage strategic and infrastructure planning and programming and apply to the management, planning and control of operations.

CE01MUGE. Apply techniques of resource planning analysis in building businesses.

01 EIN. ENTREPRENEURSHIP AND INNOVATION: Knowing about and understanding how businesses are run and the sciences that govern their activity. Having the ability to understand labor laws and how planning, industrial and marketing strategies, quality and profits relate to each other.

CB8. The students must be able to integrate knowledges and front to the complexity to formulate opinions from an information which, being incomplete or limited, includes reflections about the social and ethical responsibilities linked to the application of their knowledges and opinions.

CB7. The students must be able to apply the acquired knowledges and their ability of resolution of problems in new or little known environments inside more wide environments (or multidisciplinary) related with their study field.

Full-or-part-time: 3h

Theory classes: 3h

2. Real estate marketing plan

Description:

- Definitions and concepts.
- Structure.
- Key leverages: research of markets, positioning and strategic and operational actions.
- The client.
- Marketing mix and other support sections.

Specific objectives:

Management inside the area of the marketing.

Related activities:

Practical cases, exercises and readings.

Related competencies :

CB9. The students must be able to communicate their conclusions and the knowledges and ultimate reasons which support to specialised and non-specialised audiences in a clear mode and without ambiguities.

Full-or-part-time: 5h

Theory classes: 2h

Laboratory classes: 1h

Self study : 2h

3. Analysis, diagnosis and market research

Description:

- Research of markets.
- Segmentation.
- Sampling.
- Estimate of sales in the real-state market.

Specific objectives:

Analytical management of the marketing in the sector.

Related activities:

Practical cases, specific readings and exercises.

Related competencies :

CE06MUGE. Analyse financial and accounting operations of the company, with special emphasis on cases from the building sector

CE12MUGE. Apply management models suitable for edification processes

06 URI. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.

CB8. The students must be able to integrate knowledges and front to the complexity to formulate opinions from an information which, being incomplete or limited, includes reflections about the social and ethical responsibilities linked to the application of their knowledges and opinions.

CB6. Possess and understand knowledge which provide a basis or opportunity to be original in the development and/or application of ideas, usually in a context of research.

Full-or-part-time: 4h

Theory classes: 2h

Laboratory classes: 1h

Guided activities: 1h

4. Strategic and operational actions. Marketing mix

Description:

- Management of the real-state product. From the plot to the delivery.
- Marketing of experiences.
- Price policy.
- Distribution and communication.

Specific objectives:

Strategic and operational management in the area of the marketing.

Related activities:

Practical cases, conferences and exercises.

Related competencies :

CG4MUGE. Analyse, evaluate and synthesise critically, the information to propose solutions or alternatives to situations arising from building management processes.

CE05MUGE. Implement management models of resources in companies in the sector of construction

CE07MUGE. Identify strategic management models used in companies in the building sector

05 TEQ. TEAMWORK. Being able to work as a team player, either as a member or as a leader. Contributing to projects pragmatically and responsibly, by reaching commitments in accordance to the resources that are available.

CB9. The students must be able to communicate their conclusions and the knowledges and ultimate reasons which support to specialised and non-specialised audiences in a clear mode and without ambiguities.

CB7. The students must be able to apply the acquired knowledges and their ability of resolution of problems in new or little known environments inside more wide environments (or multidisciplinary) related with their study field.

CB10. The students must possess the learning abilities which allow them to continue studying in a way which should be to a large extent self-directed and autonomous.

Full-or-part-time: 10h

Theory classes: 6h

Laboratory classes: 2h

Guided activities: 2h

5. Online marketing. Channel analysis

Description:

- Electronic channel.
- The online marketing plan for the real-state sector.
- Design strategies and optimization (SEO).
- Communication (SEM).
- CRM and social networks.

Specific objectives:

Management of the marketing in new channels and innovation in the sector.

Related activities:

Practical cases and exercises.

Related competencies :

CE05MUGE. Implement management models of resources in companies in the sector of construction

CE07MUGE. Identify strategic management models used in companies in the building sector

CE01MUGE. Apply techniques of resource planning analysis in building businesses.

06 URI. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.

01 EIN. ENTREPRENEURSHIP AND INNOVATION: Knowing about and understanding how businesses are run and the sciences that govern their activity. Having the ability to understand labor laws and how planning, industrial and marketing strategies, quality and profits relate to each other.

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CB10. The students must possess the learning abilities which allow them to continue studying in a way which should be to a large extent self-directed and autonomous.

CB6. Possess and understand knowledge which provide a basis or opportunity to be original in the development and/or application of ideas, usually in a context of research.

Full-or-part-time: 8h

Theory classes: 6h

Guided activities: 2h

GRADING SYSTEM

Discussion of cases and Marketing Plan (30%).

Intermediate tests of knowledge (30%).

Specific activities - exercises and readings (10%).

Final exam (30%).

EXAMINATION RULES.

The evaluation is continuous and will take into account the involvement in the resolution of cases, the fulfilment of the monitoring test halfway the subject with 1 hour of duration, the elaboration of a marketing plan with a maximum extension of 20 pages (and which can be replaced by the elaboration of an investigation article in the area of the real-state marketing) and the fulfilment of the final written exam, with 2 hours of duration.



BIBLIOGRAPHY

Basic:

- Chernev, A. Strategic marketing management. 7th. Cerebellum Press, 2012. ISBN 978-1936572151.
- López-Pinto Ruiz, Bernat. Los Pilares del marketing [on line]. Barcelona: Ediciones UPC, 2008 [Consultation: 27/07/2015]. Available on: <http://ebooks.upc.edu/product/los-pilares-del-marketing>. ISBN 9788498803464.
- Kotler, Philip. Principios de marketing. 12a ed. Madrid: Pearson Educación, 2008. ISBN 9788483224465.
- Malhotra, Naresh K. Investigación de mercados. 5a ed. México: Pearson Educación, 2008.
- Sainz de Vicuña Ancín, J.M. El plan de marketing en la práctica. 19 a ed. Pozuelo de Alarcón: Esic Editorial, 2014. ISBN 9788473562522.
- Escudero Musolas, Antonio. Marketing inmobiliario eficaz. Valencia: Tirant Lo Blanc, 2008. ISBN 9788498760781.

RESOURCES

Computer material:

- Nom recurs. Resource