

City University of Hong Kong
Course Syllabus

offered by Division of Building Science And Technology
with effect from Semester B 2018/19

Part I Course Overview

Course Title: Estate Agency & Marketing

Course Code: BST22764

Course Duration: 1 semester

Credit Units: 3 credits

Level: A2

Arts and Humanities

Proposed Area:
(for GE courses only)

Study of Societies, Social and Business Organisations

Science and Technology

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

(A 150-word description about the course)

This course aims to equip students with the general marketing theory and the skills, practices and knowledge required of an estate agent, and their applications to the sales and lettings of real property.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Apply the concept and theory of marketing with emphasis on the sales and lettings of real property.				✓
2.	Explain how a few key marketing theories may affect consumer demands and supply of quantity and provisions of quality of properties.		✓	✓	
3.	Apply and evaluate auction, tender and private treaty for disposal of real property.				✓
4.	Explain the roles, obligations and responsibilities of an estate agent.		✓		
5.	Discuss the structure and statutory requirements of setting up different types of estate agency firms.			✓	
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

Teaching pattern: 3 hours per week

Lecture/Tutorial/Studio/Laboratory mix: 3 hour Lecture/workshop.

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
Lecture (Average class size: Around 100 students)	In the form of classroom teaching. Case studies, questions and group discussion will be arranged to supplement the lectures.	✓	✓	✓	✓	✓	3 hours/week

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.					Weighting *	Remarks
	1	2	3	4	5		
Continuous Assessment: <u>40%</u>							
Marketing proposal(s)	✓				✓	25%	
Case study/Market Analysis		✓	✓	✓		15%	
Examination: <u>60%</u> (duration: 2.5 hours)							
Examination	✓	✓	✓	✓		60%	
* The weightings should add up to 100%.						100%	

Note: A student must obtain a minimum mark of 35 in both coursework and examination components and an overall mark of 40 to pass the course.

Marketing Proposal(s) : Students will be given background information about the subject property and they are required to prepare a marketing proposal for the client. Students are required to present and answer questions.

Case study/Market study: Case study is related to the disposal and/or leasing of a property in the prevailing property market, or: a market analysis of a single use or mixed use properties, to determine their economic and social viability and sustainability by means of professional and technical analysis.

Examination: In the form of long and/or short questions.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Group & Individual Project		As in B, but covers all relevant and appropriate issues. Innovative solutions or recommendations are supported by relevant and appropriate principles.	The evidence presents a good appreciation of relevant theories, and covers most relevant and appropriate issues. Good application of relevant and appropriate principles to the specific case. Solutions or recommendations are well justified.	The evidence is relevant and accurate, and covers a fair number of relevant and appropriate issues. Demonstration of declarative understanding of relevant and appropriate principles. Able to discuss the case content meaningfully. Fair justification of solutions or recommendations.	The evidence is relevant and accurate, but is isolated, addressing few relevant and appropriate issues. Demonstration of understanding of relevant and appropriate principles in a minimally acceptable way. Weak justification of solutions or recommendations.	The evidence is either irrelevant or inaccurate, addressing a limited number of relevant and appropriate issues. Inability to demonstrate the correct relevant and appropriate principles. Poor coverage. No proper justification of solutions or recommendations.
2. Examination		As below + analytically and theoretically sophisticated with a wide and deep knowledge of relevant literature and a superior marshalling of evidence.	As below + a command of theory and some analytical depth. Deeper knowledge of relevant literature. Ability to combine factual knowledge with logical argument.	As below + a more interesting answer that demonstrates some reflection on the lectures and required readings, and uses evidence fairly well. Small factual errors are allowed.	A coherent and relevant answer to the question, showing a basic knowledge of lectures and required readings. Some understanding of basic concepts. Some factual errors are allowed.	The answer is incomplete, irrelevant or inaccurate; based on poorly understood learning materials or containing many errors of fact. Concepts are disordered or flawed.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Marketing: definitions and development; concepts of wants/needs; functional aspects; marketing mix; consumer behaviour; organisation buying behaviour; market segmentation; pricing theory; marketing plan; objectives/methods of marketing research; application of computer in marketing.

Methods of disposal of real property: Auction, tender and private treaty.

Estate Agency: set-up of an agency firm; methods of obtaining instructions; creation and termination of agency; relationship between agent and principal; duties, responsibilities and authority of agent; liabilities and obligation of principal; statutory and non-statutory controls on estate agents.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Code of Ethics and Guide to the Estate Agents Ordinance, Estate Agents Authority.
2.	A Study Guide to Estate Agency Law & Practice, Estate Agents Authority.
3.	Armstrong, Gary and Kotler, Philip (2015) Marketing – An Introduction Twelfth Edition Pearson.
4	Blythe, Jim & Martin, Jane (2016) Essentials of Marketing, Harlow: Pearson Education Ltd, 6 th Edition.

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

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