

702-356 Property Agency and Marketing

Credit Points:	12.500
Level:	Undergraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 1, - Taught on campus. On campus
Time Commitment:	Contact Hours: 4 hours a week (48 hours total) Total Time Commitment: 120 hours
Prerequisites:	702-418 Property Development, or equivalent.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	TBA
Subject Overview:	<p>This subject aims to give students an understanding of the processes and issues relating to the transfer of freehold and leasehold interests in property with a commercial agency focus within the current legal and market context. The subject will be presented under three main themes: 1) Real estate agency structures - legislation and agency practice, licensing, codes of ethics, consumer protection, 2) The management of an agency practice including trust accounts and 3) Marketing and markets.</p> <p>On completion of the subject students should be able to:</p> <ul style="list-style-type: none"> # Understand the role of the real estate agent in the Victorian property market context. # Detail the procedures involved in undertaking a sale by private treaty and by auction. # Be aware of the legal, financial, economic and managerial aspects of agency practice. # Access, interpret and communicate property market transaction data.
Assessment:	One two hour examination at the end of semester (50%) and two assignments (50%) totalling not more than 3000 words due in week 6 and week 11. A minimum grade of 40% must be achieved in the final examination to pass the subject.
Prescribed Texts:	TBC
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	On completion of the subject students should have developed the following skills and capabilities:

	<ul style="list-style-type: none"># Analytical skills - an enquiring and analytical approach to the conduct of real estate agency and marketing practice.# Communication skills - an enhanced ability to communicate agency outcomes in written and oral presentations.# Problem solving skills - an increased body of knowledge associated with resolution of contemporary issues and practices in property markets and agency contexts.# Team working skills - an enhanced ability to generate and communicate property agency and marketing outcomes at an appropriate academic and professional standard.
Related Course(s):	Bachelor of Planning and Design (Property and Construction) Bachelor of Property and Construction