

## ABPL30013 Property Agency and Marketing

<b>Credit Points:</b>	12.50																																										
<b>Level:</b>	3 (Undergraduate)																																										
<b>Dates &amp; Locations:</b>	2010, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.																																										
<b>Time Commitment:</b>	Contact Hours: 1x3 hour semester per week Total Time Commitment: 120 hours																																										
<b>Prerequisites:</b>	<p>Any <b>Four</b> prior property major subjects:</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>ABPL20031 Property Market Analysis</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>ABPL20042 Residential Construction and Structures</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>ABPL20004 Principles of Property Valuation</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>ABPL20035 Cities: From Local to Global</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>ABPL30012 Property Management</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>ABPL30006 Property Resource Analysis</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>ABPL30045 Property Analysis Studio</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>ACCT10001 Accounting Reports and Analysis</td> <td>Summer Term, Semester 1, Semester 2</td> <td>12.50</td> </tr> <tr> <td>BLAW10001 Principles of Business Law</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> <tr> <td>702-237 Construction Technology 2A</td> <td>Not offered 2010</td> <td></td> </tr> <tr> <td>ABPL20034 Urban History</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>ABPL20003 Income Property Analysis</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>702-219 Science and Services</td> <td>Not offered 2010</td> <td></td> </tr> </tbody> </table> <p>OR 702-215; 705-173.</p>	Subject	Study Period Commencement:	Credit Points:	ABPL20031 Property Market Analysis	Semester 1	12.50	ABPL20042 Residential Construction and Structures	Semester 2	12.50	ABPL20004 Principles of Property Valuation	Semester 2	12.50	ABPL20035 Cities: From Local to Global	Semester 1	12.50	ABPL30012 Property Management	Semester 1	12.50	ABPL30006 Property Resource Analysis	Semester 1	12.50	ABPL30045 Property Analysis Studio	Semester 2	12.50	ACCT10001 Accounting Reports and Analysis	Summer Term, Semester 1, Semester 2	12.50	BLAW10001 Principles of Business Law	Semester 1, Semester 2	12.50	702-237 Construction Technology 2A	Not offered 2010		ABPL20034 Urban History	Semester 1	12.50	ABPL20003 Income Property Analysis	Semester 2	12.50	702-219 Science and Services	Not offered 2010	
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<b>Corequisites:</b>	None specified																																										
<b>Recommended Background Knowledge:</b>	None specified																																										
<b>Non Allowed Subjects:</b>	702-898 (ABPL00168) - Property Agency and Marketing (PG)																																										
<b>Core Participation Requirements:</b>	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website : <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>																																										
<b>Coordinator:</b>	Dr Christopher Heywood																																										
<b>Contact:</b>	Environments and Design Student Centre T: +61 3 8344 6417/9862 F: +61 3 8344 5532																																										

	Email: <a href="mailto:abp-courseadvice@unimelb.edu.au">abp-courseadvice@unimelb.edu.au</a>
<b>Subject Overview:</b>	<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:</p> <ol style="list-style-type: none"> <li>1 real estate agency structures - legislation and agency practice, licensing, codes of ethics, consumer protection;</li> <li>2 the management of an agency practice including trust accounts;</li> <li>3 marketing and markets.</li> </ol>
<b>Objectives:</b>	<p>On completion of the subject students should be able to:</p> <ul style="list-style-type: none"> <li># understand the role of the real estate agent in the Victorian property market context;</li> <li># detail the procedures involved in undertaking a sale by private treaty and by auction;</li> <li># be aware of the legal, financial, economic and managerial aspects of agency practice;</li> <li># access, interpret and communicate property market transaction data.</li> </ul>
<b>Assessment:</b>	<p>One two hour examination at the end of semester (50%) Two assignments (50%) totalling not more than 3000 words due in week 6 and week 11A minimum grade of 40% must be achieved in the final examination to pass the subject.</p>
<b>Prescribed Texts:</b>	None specified
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	<p>On completion of the subject students should have developed the following skills and capabilities:</p> <ul style="list-style-type: none"> <li># analytical skills - an enquiring and analytical approach to the conduct of real estate agency and marketing practice;</li> <li># communication skills - an enhanced ability to communicate agency outcomes in written and oral presentations;</li> <li># problem solving skills - an increased body of knowledge associated with resolution of contemporary issues and practices in property markets and agency contexts;</li> <li># team working skills - an enhanced ability to generate and communicate property agency and marketing outcomes at an appropriate academic and professional standard.</li> </ul>
<b>Related Course(s):</b>	<p>Bachelor of Property and Construction          Bachelor of Property and Construction (Honours)</p>