

ABPL90314 Property Agency and Marketing (PG)

Credit Points:	12.50																										
Level:	9 (Graduate/Postgraduate)																										
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.																										
Time Commitment:	Contact Hours: 3 hours per week Total Time Commitment: 120 hours																										
Prerequisites:	<p>In order to enrol in this subject, students must either complete the following two prerequisite subjects:</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>ABPL90274 Property Markets and Valuations</td> <td>March</td> <td>12.50</td> </tr> <tr> <td>ABPL90275 Property Resources and Management</td> <td>Semester 2</td> <td>12.50</td> </tr> </tbody> </table> <p>OR the following four prerequisite 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>ABPL20004 Principles of Property Valuation</td> <td>Semester 2</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> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	ABPL90274 Property Markets and Valuations	March	12.50	ABPL90275 Property Resources and Management	Semester 2	12.50	Subject	Study Period Commencement:	Credit Points:	ABPL20031 Property Market Analysis	Semester 1	12.50	ABPL20004 Principles of Property Valuation	Semester 2	12.50	ABPL30012 Property Management	Semester 1	12.50	ABPL30006 Property Resource Analysis	Semester 1	12.50
Subject	Study Period Commencement:	Credit Points:																									
ABPL90274 Property Markets and Valuations	March	12.50																									
ABPL90275 Property Resources and Management	Semester 2	12.50																									
Subject	Study Period Commencement:	Credit Points:																									
ABPL20031 Property Market Analysis	Semester 1	12.50																									
ABPL20004 Principles of Property Valuation	Semester 2	12.50																									
ABPL30012 Property Management	Semester 1	12.50																									
ABPL30006 Property Resource Analysis	Semester 1	12.50																									
Corequisites:	None specified																										
Recommended Background Knowledge:	None specified																										
Non Allowed Subjects:	<p>The following is a non-allowed subject:</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>ABPL30013 Property Agency and Marketing</td> <td>Not offered 2011</td> <td>12.50</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	ABPL30013 Property Agency and Marketing	Not offered 2011	12.50																		
Subject	Study Period Commencement:	Credit Points:																									
ABPL30013 Property Agency and Marketing	Not offered 2011	12.50																									
Core Participation Requirements:	<p>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 course are articulated in the Course Description, Course Objectives and Generic Skills 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: http://www.services.unimelb.edu.au/disability/</p>																										
Coordinator:	Dr Christopher Heywood																										
Contact:	<p>Environments and Design Student Centre Ground Floor, Baldwin Spencer (building 113) <i>Enquiries</i> Phone: 13 MELB (13 6352) Website: http://www.msd.unimelb.edu.au (http://www.msd.unimelb.edu.au/)</p>																										
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:</p>																										

	<ol style="list-style-type: none"> 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; 3 marketing and markets.
Objectives:	<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:	<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 11 A minimum grade of 40% must be achieved in the final examination to pass the subject.</p>
Prescribed Texts:	None specified
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:	<p>On completion of the subject students should have developed the following skills and capabilities:</p> <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):	<p>Master of Property Master of Property</p>