

## ABPL90314 Property Agency and Marketing (PG)

<b>Credit Points:</b>	12.5																													
<b>Level:</b>	9 (Graduate/Postgraduate)																													
<b>Dates &amp; Locations:</b>	2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.																													
<b>Time Commitment:</b>	Contact Hours: 3 hours per week Total Time Commitment: 170 Hours																													
<b>Prerequisites:</b>	<p>Admission into one of the following courses: MC-PROP2Y Master of Property (200 points) <b>OR</b> MC-PROP Master of Property MC-PROP3Y Master of Property (300 points) <b>PLUS</b> Completion of the following subjects:</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>ABPL90290 Fundamentals of Built Environment Law</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>ABPL90274 Property Markets and Valuations</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>ABPL90275 Property Resources and Management</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>ACCT90004 Accounting for Decision Making</td> <td>Summer Term, Semester 1, Semester 2</td> <td>12.50</td> </tr> <tr> <td>ECON90015 Managerial Economics</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> <tr> <td>ABPL90130 Planning Law &amp; Statutory Planning</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>ABPL90029 Construction Studies</td> <td>September</td> <td>12.50</td> </tr> <tr> <td>FNCE90060 Financial Management</td> <td>Semester 1, Semester 2</td> <td>12.50</td> </tr> </tbody> </table> <p>OR approval from the subject coordinator.</p>			Subject	Study Period Commencement:	Credit Points:	ABPL90290 Fundamentals of Built Environment Law	Semester 2	12.50	ABPL90274 Property Markets and Valuations	Semester 1	12.50	ABPL90275 Property Resources and Management	Semester 2	12.50	ACCT90004 Accounting for Decision Making	Summer Term, Semester 1, Semester 2	12.50	ECON90015 Managerial Economics	Semester 1, Semester 2	12.50	ABPL90130 Planning Law & Statutory Planning	Semester 1	12.50	ABPL90029 Construction Studies	September	12.50	FNCE90060 Financial Management	Semester 1, Semester 2	12.50
Subject	Study Period Commencement:	Credit Points:																												
ABPL90290 Fundamentals of Built Environment Law	Semester 2	12.50																												
ABPL90274 Property Markets and Valuations	Semester 1	12.50																												
ABPL90275 Property Resources and Management	Semester 2	12.50																												
ACCT90004 Accounting for Decision Making	Summer Term, Semester 1, Semester 2	12.50																												
ECON90015 Managerial Economics	Semester 1, Semester 2	12.50																												
ABPL90130 Planning Law & Statutory Planning	Semester 1	12.50																												
ABPL90029 Construction Studies	September	12.50																												
FNCE90060 Financial Management	Semester 1, Semester 2	12.50																												
<b>Corequisites:</b>	None																													
<b>Recommended Background Knowledge:</b>	None																													
<b>Non Allowed Subjects:</b>	<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 2016</td> <td>12.50</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	ABPL30013 Property Agency and Marketing	Not offered 2016	12.50																					
Subject	Study Period Commencement:	Credit Points:																												
ABPL30013 Property Agency and Marketing	Not offered 2016	12.50																												
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;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.&lt;/p&gt; &lt;p&gt;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: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>																													

<b>Coordinator:</b>	Dr Christopher Heywood, Mr Phillip Musat
<b>Contact:</b>	<p>Email: <a href="mailto:c.heywood@unimelb.edu.au">c.heywood@unimelb.edu.au</a> (<a href="https://mce_host/faces/htdocs/%20c.heywood@unimelb.edu.au">https://mce_host/faces/htdocs/%20c.heywood@unimelb.edu.au</a>)</p> <p>The Eastern Precinct (building 138) (between Doug McDonnell building and Eastern Resource Centre)</p> <p><b>Enquiries:</b> Current Student: <a href="http://ask.unimelb.edu.au/">http://ask.unimelb.edu.au/</a> (<a href="http://ask.unimelb.edu.au/">http://ask.unimelb.edu.au/</a>) Web: <a href="http://msd.unimelb.edu.au/">http://msd.unimelb.edu.au/</a> (<a href="http://msd.unimelb.edu.au/">http://msd.unimelb.edu.au/</a>)</p>
<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>Learning Outcomes:</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>	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.
<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>	Master of Property Master of Property
<b>Related Majors/Minors/Specialisations:</b>	200 point Master of Property 300 point Master of Property Melbourne School of Design multidisciplinary elective subjects