

Course guide

310420 - 310420 - Real Estate Marketing and Market Research

Last modified: 15/05/2023

Unit in charge: Barcelona School of Building Construction
Teaching unit: 732 - OE - Department of Management.

Degree: **Academic year:** 2023 **ECTS Credits:** 5.0
Languages: Catalan, Spanish

LECTURER

Coordinating lecturer: JESÚS VISCARRI COLOMER

Others:

PRIOR SKILLS

To course successfully the subject the students must have study and investigation, teamwork and dialogue ability. For this last point, we use a learning procedure which pretends to develop marketing management and commercial abilities, as much in the real-state market as in general, the method of the case.

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

1. (ENG) Conèixer les tendències actuals de la gestió de l'edificació per competir amb èxit en un mercat expansionista com és el sector de l'edificació.
2. (ENG) Habilitar a l'alumne per als coneixements, habilitats, i experiències en la presa de decisions.
3. (ENG) Habilitar a l'estudiant en una visió general de l'empresa en el sector i una visió detallada de les àrees més importants de la mateixa: direcció, gestió financera, viabilitat de promocions, promoció i gestió del sòl, gestió de la producció.

Generical:

4. Capacity of analysis and sintesis.
5. Capacity to adapt in new environments situations.
6. Capacity to communicate with efficiency, orally and written.
7. Capacity of solving problems and propose solutions in complex situations.
8. Habilities to work in interdisciplinary teams.

TEACHING METHODOLOGY

Passive method: theory and applicacions in the buissiness world.
Active method: cases, exercises and works.

LEARNING OBJECTIVES OF THE SUBJECT

The main objective of the subject is provide the students with the tools and relevant concepts of marketing, as well as stablish all the necessary guides to design a Marketing Plan, which we will organise in three parts: analytical, strategic and tactical. In this sense, it is expected that the student develop a marketing plan of a determined real situation which is indicated in this file, with special emphasis in the part of the market research.

Provide to the students clear knowledges and contents to increase their ability in the management of commercial and marketing areas of companies of the construction field and all the fields in general.

Understand the necessity and the importance of aspects like the positioning, the market research and the creativity in the marketing.



STUDY LOAD

Type	Hours	Percentage
Guided activities	10,0	8.00
Self study	90,0	72.00
Hours medium group	5,0	4.00
Hours small group	5,0	4.00
Hours large group	15,0	12.00

Total learning time: 125 h

CONTENTS

Block 1. Weeks 1 to 4

Description:

1. Introduction:
 - . Fundamental concepts of the marketing.
 - . Marketing in the current environment. Social-economic changes.
 - . Business models.
 - . The marketing plan.
 - o Work. Elevators Castro.
 - . The method of the case.

2. Case: Gamelia.

Methodology: Discussion of real cases. Presentation of the subject and the works to do which will have components of teamwork and individual work.

Specific objectives:

- CO1.- Understand the concepts of marketing and the necessity of planning the actions related with this area.
CO2.- Emphasize the importance of expressions like positioning and creativity, and adaptation and creation of business models.

Specific competences.

CE3.- Qualify and provide the students in the use of tools typical of the research activities, like the analysis and treatment of data, as well as methodologies and research techniques. Control the research tools: state of the question, primary sources and bibliographic analysis.

CE4.- Introduce the student in the current trends in the management of the construction to compete successfully in an expansionist market as it is the construction area.

CE5.- Qualify the student in a general view of the company in the area and a detailed view of the most important areas of the same: direction, financial management, viability of promotions, promotion and management of soils, management of the production.

CE6.- Qualify the student for the knowledges, abilities and experiences in the decision choice.

Transverse competences

CT1.- Work in interdisciplinary teams.

CT4.- Analyze and summarise.

CT5.- Communicate with efficiency, orally and in writing.

CT7.- Ability to solve problems and propose solutions to complex and/or anomalous situations.

Related activities:

During the course the students must do some marketing plans, which will be presented at the end. These plans will receive a monitoring by the professor in the tutorials.

Full-or-part-time: 27h

Theory classes: 6h

Practical classes: 2h

Guided activities: 1h

Self study : 18h



Block 1. Weeks 5 to 8

Description:

3. Analytical marketing:
- . Study of the environment.
 - . Research of markets.
 - . Segmentation of markets.
4. Case: Dayton furniture.

Methodology: Discussion of real cases.

Specific objectives:

OBJETIVES:

CO3.- Facilitate to the student the basic concepts to front one of the most important parts of the commercial and marketing task: the analysis and obtaining of suitable information for the making of strategic and operational decisions.

Specific competences

CE3.- Prepare and qualify the student in the use of the tools of research activities, like the analysis and treatment of data, as well as in the methodologies and research techniques. Dominate the research tools: state of the question, primary sources and bibliographical analysis.

CE4.- Introduce the student to the current trends in the management of the construction to compete successfully in an expansionist market as it is the construction field.

CE6.- Qualify the students in the knowledges, abilities and experiences in the decisions making.

Transverse competences

CT1.- Work in interdisciplinary teams.

CT4.- Analyse and summarise.

CT5.- Communicate with efficiency, orally and in writing.

CT7.- Ability to solve problems and propose solutions to complex and/or anomalous situations.

Full-or-part-time: 31h

Group work (distance learning): 2h

Practical classes: 4h

Guided activities: 3h

Self study : 22h



Block 1. Weeks 9 to 12

Description:

5. Marketing tools:

- . Management of the product, service and brand.
- . Price policy.
- . Distribution and logistics-
- . Communication tools.

6. Case: Caribbean.

7. Case: Proinosa.

Methodology: Practical exercises corresponding to real situations in the part of the prices. Discussion of real cases. Control test.

Specific objectives:

OBJETIVES:

C04.- Application of the management policies as well as the marketing tools in the works.

Specific competences

CE4.- Introduce the student to the current trends in the management of the construction to compete successfully in an expansionist market as it is the construction field.

CE5.- Teach the student in a general view of the company in the field and a detailed view of the most important areas of the same: direction, financial management, viability of the promotions, management of the soil, management of the production.

CE6.- Qualify the students in the knowledges, abilities and experiences in the decisions making.

Transverse competences

CT4.- Analyse and summarise.

CT5.- Communicate with efficiency, orally and in writing.

CT6.- Adapt to the new situations.

Full-or-part-time: 27h

Group work (distance learning): 2h

Guided activities: 3h

Self study : 22h

Block 1. Weeks 13 to 15

Description:

8. Marketing in the small bussiness.

9. Electronic bussiness.

10. Case: Sant Feliu winery.

11. Video: Keys of success in the small bussiness.

Methodology: Discussion about current marketing articles and real cases. Presentation of the works in group.

Specific objectives:

OBJETIVES:

C05.- Obtain a global view of the marketing in all the sectors and channels of distribution to detect and apply the most suitable actions in each moment.

C06.- Know the basic elements of adaptation of the marketing policies according to the features of the different environments.

Specific competences

CE4.- Introduce the student to the current trends in the management of the construction to compete successfully in an expansionist market as it is the construction field.

CE5.- Teach the student in a general view of the company in the field and a detailed view of the most important areas of the

same: direction, financial management, viability of the promotions, management of the soil, management of the production.
CE6.- Qualify the students in the knowledges, abilities and experiences in the decisions making.

Transverse competences

CT4.- Analyse and summarise.

CT5.- Communicate with efficiency, orally and in writing.

CT7.- Ability to solve problems and propose solutions to complex and/or anomalous situations.

Related activities:

Activity:

Discussion: Articles about current marketing.

Specific competences

CE4.- Introduce the student to the current trends in the management of the construction to compete successfully in an expansionist market as it is the construction field.

CE5.- Teach the student in a general view of the company in the field and a detailed view of the most important areas of the same: direction, financial management, viability of the promotions, management of the soil, management of the production.

CE6.- Qualify the students in the knowledges, abilities and experiences in the decisions making.

Transverse competences

CT4.- Analyse and summarise.

CT5.- Communicate with efficiency, orally and in writing.

CT7.- Ability to solve problems and propose solutions to complex and/or anomalous situations.

Activity:

Presentation of the marketing plans

Specific competences

CE3.- Prepare and qualify the student in the use of tools of research activities, like the analysis and treatment of data, as well as the research methodologies and techniques. Dominate the research tools: state of the question, primary sources and bibliographical analysis.

CE4.- Introduce the student to the current trends in the management of the construction to compete successfully in an expansionist market as it is the construction field.

CE5.- Teach the student in a general view of the company in the field and a detailed view of the most important areas of the same: direction, financial management, viability of the promotions, management of the soil, management of the production.

CE6.- Qualify the students in the knowledges, abilities and experiences in the decisions making.

Transverse competences

CT1.- Work in interdisciplinary teams.

CT4.- Analyse and summarise.

CT5.- Communicate with efficiency, orally and in writing.

CT7.- Ability to solve problems and propose solutions to complex and/or anomalous situations.

Full-or-part-time: 23h

Group work (distance learning): 3h

Practical classes: 2h

Self study : 18h

GRADING SYSTEM

The continuous evaluation will take into account the participation in the resolution of cases and exercises in the sessions and the marketing plan (30%), the knowledge tests (30%) and the isolated activities in the tutorials (10%).

The final exam will have a worth of the 30%.



EXAMINATION RULES.

Of knowledge: A test exam with 50 questions with four possible answers but only one right. The test is written, individual and it is not allowed to do it with any other material.

Final exam: 4 questions to answer in a maximum of one paper. The exam is written, individual and it is not allowed to do it with any other material.

BIBLIOGRAPHY

Basic:

- Kotler, P. [et al.]. Dirección de Marketing. 12ª ed. Madrid: Prentice-Hall, 2006.
- López-Pinto, B.; Mas, M.; Viscarri, J. Los Pilares del marketing [on line]. Barcelona: Edicions UPC, 2008 [Consultation: 09/03/2015]. Available on: <http://hdl.handle.net/2099.3/36833>. ISBN 9788483019498.
- Aaker, D.; Kumar, V.; Day, G. Investigación de mercados. 3a. Mexico: McGrawHill, 1989. ISBN 9684224869.
- Escudero Musolas, A. Marketing inmobiliario eficaz. Valencia: Tirant lo Blanch, 2008. ISBN 9788498760781.
- Sainz de Vicuña Ancín, J. M. El plan de marketing en la práctica. 19a. Pozuelo de Alarcón: Esic Editorial, 2014. ISBN 9788473562522.

Complementary:

- López-Pinto, B; Tamayo, V.H., Viscarri, J. La esencia del marketing : casos prácticos [on line]. Barcelona: Edicions UPC, 2002 [Consultation: 09/03/2015]. Available on: <http://hdl.handle.net/2099.3/36702>. ISBN 9788498801750.
- Mazur, L.; Miles, L. Conversaciones con los grandes del marketing. Barcelona: Deusto, 2007. ISBN 9788423425846.
- Kotler, P. ; Armstrong ,G. Fundamentos de marketing. 8a. México: Pearson educación, 2008. ISBN 9789702611868.
- Díez de Castro, E.; Rosa Díaz, I. Gestión de precios. 4a. Madrid: IESE, 2004. ISBN 8473563638.