310511 - Real Estate Marketing

**Coordinating unit:** 310 - EPSEB - Barcelona School of Building Construction

**Teaching unit:** 732 - OE - Department of Management

**Academic year:** 2019

**Degree:** MASTER'S DEGREE IN BUILDING CONSTRUCTION MANAGEMENT (Syllabus 2015). (Teaching unit Optional)

**ECTS credits:** 5  
**Teaching languages:** Spanish

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### Teaching staff

**Coordinator:** Jesús Viscarri Colomer  
Ingeniero Industrial

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### Opening hours

**Timetable:** Wednesdays and Thursdays from 18h to 19h.

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### Prior skills

For taking successfully this subject, the student must have abilities of study, teamwork and dialogue. It is basic the commitment to work the communication aspects demanded in the area of the management. The previous technical training is an element of value to confront the subject successfully.

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### Requirements

For this reason it is necessary to prepare previously the sessions, consult and study the material which is facilitated to the student, as well as the study of the compulsory bibliography and the recommended texts. Additionally, it is an essential requirement the participation in the discussion of the cases, to do the commended exercises and works, by means of the personal dedication, and with the members of the team assigned at the beginning of the course.

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### Degree competences to which the subject contributes

**Basic:**
- CB7. The students must be able to apply the acquired knowledges and their ability of resolution of problems in new or little known environments inside more wide environments (or multidisciplinary) related with their study field.
- CB6. Possess and understand knowledge which provide a basis or opportunity to be original in the development and/or application of ideas, usually in a context of research.
- CB10. The students must possess the learning abilities which allow them to continue studying in a way which should be to a large extent self-directed and autonomous.
- CB9. The students must be able to communicate their conclusions and the knowledges and ultimate reasons which support to specialised and non-specialised audiences in a clear mode and without ambiguities.
- CB8. The students must be able to integrate knowledges and front to the complexity to formulate opinions from an information which, being incomplete or limited, includes reflections about the social and ethical responsibilities linked to the application of their knowledges and opinions.

**Specific:**
- CE05MUGE. Implement management models of resources in companies in the sector of construction
- CE03MUGE. Manage strategic and infrastructure planning and programming and apply to the management, planning and control of operations.
- CE01MUGE. Apply techniques of resource planning analysis in building businesses.
- CE06MUGE. Analyse financial and accounting operations of the company, with special emphasis on cases from the
The marketing is a function of the organisations which consists of a group of processes which purpose is the creation of value and the management of the relationships with the clients by procedures which benefit the own entity and all the interested parts related with it (stakeholders). The processes include the planning and execution of the conception of the idea, the setting of the price, communication and distribution of goods and services to create exchanges which satisfy the objectives of the individuals, the organisations and the society in general. The marketing identifies and evaluates the needs of the people and the society through the investigation of the markets, trying to choose the most appropriate programmes.

Initially, as a social discipline, the marketing is born from the necessity of setting in the market the excesses of fabrication of the companies. With the appearance of the competence it is necessary to reinforce aspects like the segmentation of the markets, the brands, the differentiation of the products and the services to the clients.

Currently, the key leverages of the marketing are the analysis, the positioning of the brand and the creativity in all the operational tools of the marketing mix (product, price, distribution and communication). The new technologies, the social-economical changes and the globalisation demand new interpretations of the marketing actions. Professionals and academics accept the changes up to the point of calling the marketing with new terms which don't stop being parts of the

Learning objectives of the subject

The marketing is a function of the organisations which consists of a group of processes which purpose is the creation of value and the management of the relationships with the clients by procedures which benefit the own entity and all the interested parts related with it (stakeholders). The processes include the planning and execution of the conception of the idea, the setting of the price, communication and distribution of goods and services to create exchanges which satisfy the objectives of the individuals, the organisations and the society in general. The marketing identifies and evaluates the needs of the people and the society through the investigation of the markets, trying to choose the most appropriate programmes.

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same discipline or new forms of perceiving and describing the group of transformations which the society experiences. From the strategic marking to the personal marketing, passing through the lateral marketing, social marketing, real-state marketing or online marketing. All of that leads us to adjust the tools and methodologies both short-term and long-term, reinventing day-to-day the function of the marketing of organisations.

These concepts, widely completed, have intensive use in sectors linked to the consumption. However, the utilization of the sector of reference, the real-state sector, which is subjected to scrutiny. The academic literature is timid. The narrow correlation of the real-state sector to the economy of the country determines the success or the failure of that to the macroeconomic conditions. The marketing as a business philosophy is a pending subject because of being little professionalised: in an atomized and dispersed, changeable and specialised market, as it is the real-state sector, still exists a timid investment in the research of markets. It is the only sector with high movement of resources which doesn't need market studies and, sometimes, professional sales agents. Often some plots are bought without knowing what will be built there. Furthermore, it counts on with a low degree of hybridization: the banks finance, advertise and make market studies and sell special offers. The intermediaries finance, the individuals make special offers. All of that restrict the specialisation in the business and marketing aspects. The benefit in short-term, the low training, the minimum definition of product and the lack of service to the client are other typical enemies which stick out their consequences during unfavourable economic cycles.

The main purpose of this programme is to deepen in these and other concepts related, and facilitate all the guides to obtain some knowledges which will allow the student to develop abilities to make a complete real-state marketing plan. From the definition of business model to the establishment of specific business actions, based on the analysis. With that, the students will receive strong business and marketing concepts, as a part of their training in the management of companies, and tools to develop their pr

<table>
<thead>
<tr>
<th>Study load</th>
<th>Total learning time: 125h</th>
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<tbody>
<tr>
<td>Hours large group:</td>
<td>15h</td>
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<tr>
<td>Hours medium group:</td>
<td>5h</td>
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<tr>
<td>Hours small group:</td>
<td>5h</td>
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<tr>
<td>Guided activities:</td>
<td>10h</td>
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<tr>
<td>Self study:</td>
<td>90h</td>
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</tbody>
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# 310511 - Real Estate Marketing

## Content

<table>
<thead>
<tr>
<th>Description:</th>
<th>Learning time: 3h</th>
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</thead>
</table>
| - The company and the sector.  
- Model of contents table.  
- The entrepreneur.  
- The executive.  
- Negotiation. | Theory classes: 3h |

**Related activities:**  
Practical cases and exercises.

**Specific objectives:**  
Basic concepts of management.

## title english

<table>
<thead>
<tr>
<th>Description:</th>
<th>Learning time: 5h</th>
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</thead>
</table>
| - Definitions and concepts.  
- Structure.  
- Key leverages: research of markets, positioning and strategic and operational actions.  
- The client.  
- Marketing mix and other support sections. | Theory classes: 2h  
Laboratory classes: 1h  
Self study : 2h |

**Related activities:**  
Practical cases, exercises and readings.

**Specific objectives:**  
Management inside the area of the marketing.
### 310511 - Real Estate Marketing

<table>
<thead>
<tr>
<th>Title English</th>
<th>Learning Time: 4h</th>
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<tbody>
<tr>
<td></td>
<td>Theory classes: 2h</td>
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<tr>
<td></td>
<td>Laboratory classes: 1h</td>
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<tr>
<td></td>
<td>Guided activities: 1h</td>
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**Description:**
- Research of markets.
- Segmentation.
- Sampling.
- Estimate of sales in the real-state market.

**Related Activities:**
Practical cases, specific readings and exercises.

**Specific Objectives:**
Analytical management of the marketing in the sector.

<table>
<thead>
<tr>
<th>Title English</th>
<th>Learning Time: 10h</th>
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<tbody>
<tr>
<td></td>
<td>Theory classes: 6h</td>
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<tr>
<td></td>
<td>Laboratory classes: 2h</td>
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<tr>
<td></td>
<td>Guided activities: 2h</td>
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**Description:**
- Management of the real-state product. From the plot to the delivery.
- Marketing of experiences.
- Price policy.
- Distribution and communication.

**Related Activities:**
Practical cases, conferences and exercises.

**Specific Objectives:**
Strategic and operational management in the area of the marketing.
310511 - Real Estate Marketing

**Learning time:** 8h

Theory classes: 6h
Guided activities: 2h

**Description:**
- Electronic channel.
- The online marketing plan for the real-state sector.
- Design strategies and optimization (SEO).
- Communication (SEM).
- CRM and social networks.

**Related activities:**
Practical cases and exercises.

**Specific objectives:**
Management of the marketing in new channels and innovation in the sector.

**Qualification system**

Discussion of cases and Marketing Plan (30%).
Intermediate tests of knowledge (30%).
Specific activities - exercises and readings (10%).
Final exam (30%).

**Regulations for carrying out activities**

The evaluation is continuous and will take into account the involvement in the resolution of cases, the fulfilment of the monitoring test halfway the subject with 1 hour of duration, the elaboration of a marketing plan with a maximum extension of 20 pages (and which can be replaced by the elaboration of an investigation article in the area of the real-state marketing) and the fulfilment of the final written exam, with 2 hours of duration.
Bibliography

Basic:


Others resources:

Computer material

- Nom recurs
  - Resource