

## **BA5072 REAL ESTATE MARKETING AND MANAGEMENT**

### DETAILED SYLLABUS

#### **OBJECTIVE**

To provide the participants with a good knowledge on real estate marketing and management.

#### **UNIT I CONCEPT**

Fundamental concepts and techniques involved in real estate development process- Role of various organizations - CREDAI- BAI etc

#### **UNIT II EVENTS AND PRE-PROJECT STUDIES**

Modeling sequential events in real estate development process - Site evaluation - Land procurement - Development Team assembly - Market study

#### **UNIT III DEVELOPMENT PLANNING & APPROVAL PROCESS**

Identifying technical inputs required, planning objectives, front end clearances from various authorities, timing of the project and scheduling

#### **UNIT IV CONSTRUCTION AND PROJECT MANAGEMENT**

Identifying the elements of infrastructure and the resource mobilization, disaggregating the project components, mobilizing the human and fiscal resources procuring and storing materials

#### **UNIT V PROJECT MARKETING & HANDING OVER**

Over of the completed project- Communication tools required for presenting the project -In house sales promotion -Franchisee system -Joint venture and sharing issues - Procedure and laws relating to transfer of completed project.

#### **REFERENCES:**

1. Gerald R. Cortesi, "Mastering real estate principles" (2001); Dearborn Trade Publishing, New York, USA.
2. Fillmore W Galaty, "Modern real estate practice" (2002); Dearborn Trade publishing, New York, USA
3. Tanya Davis, "Real estate developer's handbook" (2007), Atlantic pub company, Ocala, USA.
4. Mike E. Miles, "Real estate development - Principles & process 3rd edition" (2000); Urban Land Institute, ULI, Washington DC.