

University of Pretoria Yearbook 2017

Property marketing 710 (EBM 710)

Qualification Postgraduate

Faculty [Faculty of Engineering, Built Environment and Information Technology](#)

Module credits 6.00

Programmes [BScHons Real Estate Retail Property](#)
[BScHons Real Estate](#)

Prerequisites No prerequisites.

Language of tuition Module is presented in English

Academic organisation Construction Economics

Period of presentation Semester 1

Module content

Marketing of professional services in the property industry. Marketing of large scale property developments.
Marketing of specialized property services, i.e. shopping centre activities, hotels and hospitality properties, etc.
Marketing of equity capital structures.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.