

University of Pretoria Yearbook 2017

Real estate 220 (EWS 220)

Qualification Undergraduate

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

Module credits 6.00

Programmes [BSc Real Estate](#)

Prerequisites EWS 110/120

Contact time 2 lectures per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Construction Economics

Period of presentation Semester 2

Module content

Property marketing. The role of property marketing in the real estate industry. Marketing principles and objectives. Methods of marketing of different types of property to obtain optimum results.

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