

# University of Pretoria Yearbook 2018

## 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

**Department** 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.

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