

University of Pretoria Yearbook 2019

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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