

University of Pretoria Yearbook 2019

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
Department	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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