

University of Pretoria Yearbook 2020

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
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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