



UNIVERSITY COLLEGE
OF ESTATE MANAGEMENT

Property Agency and Marketing

Module Descriptor

Module Code:	PRO5PAM
Version:	1.00
Status:	Final
Date:	28/02/2024

Summary Module Details

Module details

Module Title: Property Agency and Marketing

Module Leader: Matthew Smith

Module Mode: Supported online learning

Semester: Spring (UK)

Level: 5

Credits: 20

Learning Hours: 200

Contact & Study Hours

Directed Study Time: 90 hrs (45%)

Self-directed Study Time: 50 hrs (25%)

Assessment Study Time: 60 hrs (30%)

Assessment Type

Coursework: 0%

Computer Based Assessment: 0%

Portfolio: 0%

Presentation: 0%

Project: 0%

Practical: 100%

Self-directed Research: 0%

Module Summary

This module introduces students to the practice of estate agency, focusing on the residential and commercial property markets in England and Wales. It deals with the relationship between a client and agent during the contract for property agency and looks at the logic of location theory for property uses for leasing and sale. Students are introduced to the principles of property marketing as well as the analysis of company accounts (profit and loss statements, cash flow statements and balance sheets) to be able to establish the covenant strength of a prospective tenant in the letting process. The module also seeks to explain, firstly, how the sale (price and/or rent) is determined, and, secondly, to introduce students to the dynamics of various property markets as key functions of business planning.

Taken on which Programmes

BSc (Hons) Real Estate Management (C)

Core (C) or Elective (E)

Module Aims

This module aims to:

- Define and establish the practice of agency for property acquisition, disposal and letting.
- Explore the agency process and regulation.
- Understand property pricing and market dynamics.
- Develop negotiation skills and professional ethics.
- Examine and apply the principles of property marketing.
- Establish best practice in client relationship management.

Module Learning Outcomes

- LO1. Critically evaluate the legal, valuation and market knowledge underpinning the practice of property acquisition, disposal and letting.
- LO2. Critically reflect upon the professional application of negotiation skills in agency.
- LO3. Critically apply the principles of property marketing to a subject property.
- LO4. Create and justify a marketing proposal and appropriate property particulars.

Indicative Module Content

Module topics

- Types of agency and terms of engagement
- The regulation of agency
- Location theory and pricing
- Acquisition and disposals
- Agency skills – inspection, viewings, analysis, negotiation, and client relationship management
- The principles of property marketing and branding.

This content will be reviewed and updated regularly to reflect the legal, ethical, and financial changes in professional standards and practice.

Overview of Summative Assessment

Module learning outcomes	Assessment	Word count or equivalent	Weighting
LO1, LO2	Assessment 1 Practical	1,600	40%
LO3, LO4	Assessment 2 Practical	2,400	60%

Module Pass Mark (as a weighted average of all assessments): 40%

Key Module Learning Resources

Core Sources and Texts

The core reading resources within each module will be provided via the specific Virtual Learning Environment (VLE) module pages and within the e-Library. Additional reference material and supplementary resources to support your studies are available through the UCEM e-Library.

Module tools

Students will have access to study materials, dedicated academic support, student forums, and learning activities via an online learning platform (VLE).

The module page on the VLE is broken down into structured study weeks to help students plan their time, with each week containing a mixture of reading, case studies, videos/recordings, and interactive activities to go through. Online webinars/seminars led by the Module Leader can be attended in real time and provide opportunities to consolidate knowledge, ask questions, discuss topics and work through learning activities together. These sessions are recorded to support students who cannot attend and to enable students to recap the session and work through it at their own pace. Module forums on the VLE provide further opportunities to discuss topics with other students, complete collaborative work and get extra help from the module team.

Professional online resources

The e-Library provides access to trusted, quality online resources, selected by subject specialists, to support students' study. This includes journals, industry publications, magazines, academic books, and a dissertation/work-based library. For a list of the key industry specific and education resources available please visit [the VLE e-Library](#).

Other relevant resources

Access is also provided to further information sources that include the British Library and Open University UK catalogues, as well as providing a monthly current awareness service entitled, **Knowledge Foundations** - a compendium of news, research and resources relating to the educational sector and the Built Environment.

The module resource list is available on the module VLE page and is updated regularly to ensure materials are relevant and current.