

HRODC Postgraduate Training Institute

A Postgraduate-Only Institution

180

**Real Estate Sales and Marketing
Course or Seminar**

Leading To:

DIPLOMA – POSTGRADUATE IN

Real Estate Sales and Marketing (Triple Credit)

Accumulating to

POSTGRADUATE DIPLOMA

Progressing To A Masters Degree –

MBA – MSc - MA

Course Coordinator:

Prof. Dr. R. B. Crawford – Director of HRODC Ltd. and Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:

- Doctor of Philosophy {(PhD) (University of London)};
- MEd. Management (University of Bath);
- Advanced Dip. Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);
- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of Academy of Management (MAoM), within the following Management Disciplines:
 - Human Resources;
 - Organization and Management Theory;
 - Organization Development and Change;
 - Research Methods;
 - Conflict Management;
 - Organizational Behavior;
 - Management Consulting;
 - Gender & Diversity in Organizations; and
 - Critical Management Studies.
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Life Member of Malaysian Institute of Human Resource Management (LMIHRM);
- Member of ResearchGate Community;
- Member of Convocation, University of London;
- Professor HRODC Postgraduate Training Institute.

Prof. Crawford was an Academic at:

- University of London (UK);
- London South Bank University (UK);

- University of Greenwich (UK); and
- University of Wolverhampton (UK).

For Whom This Course is Designed **This Course is Designed For:**

- Business Studies Lecturers;
- Entrepreneurs;
- Executives Directors;
- Fund Managers;
- General Marketing Specialists;
- Investment Managers;
- Marketing Consultants;
- Marketing Directors;
- Marketing Executives;
- Marketing Managers;
- Portfolio Managers;
- Postgraduate Students;
- Real Estate Agents;
- Real Estate Developers;
- Real Estate Managers;
- Real Estate Managers;
- Sales Managers;
- Venture Capitalists;
- All others seeking an enhanced understanding of Sales and Marketing in the Real Estate Sector.

Duration:15 Days

Cost:£15,000.00Per Delegate

Please Note:

- V.A.T. (Government Tax) does not apply to Corporate Sponsored Individuals, taking Programmes or Courses in any location - within or outside the UK.
- It applies only to Individuals and Corporations based in the UK and to Non-UK Individual Residents taking courses in the UK.

Cost includes:

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;
- Diploma – Postgraduate –in **Real Estate Sales and Marketing (Triple Credit)**; or
- Certificate of Attendance and Participation – if unsuccessful on resit.

HRODC Postgraduate Training Institute's Complimentary Products include:

1. HRODC Postgraduate Training Institute's **Leather Conference Folder**;
2. HRODC Postgraduate Training Institute's **Leather Conference Ring Binder/ Writing Pad**;
3. HRODC Postgraduate Training Institute's **Key Ring/ Chain**;
4. HRODC Postgraduate Training Institute's **Leather Conference (Computer – Phone) Bag** – Black or Brown;
5. HRODC Postgraduate Training Institute's **8GB USB Flash Memory Drive**, with Course Material;
6. HRODC Postgraduate Training Institute's**Metal Pen**;
7. HRODC Postgraduate Training Institute's **Polo Shirt**.

Daily Schedule:9:30 to 4:30 pm.

Location: **Central London and International Locations**

Real Estate Sales and Marketing Seminar or Course Leading to Diploma-Postgraduate - in Real Estate Sales and Marketing (Triple Credit)

Course Objectives

By the conclusion of the specified Demonstrating and development activities, delegates will be able to:

- Adopt effective telephone techniques particularly in terms of people contact, receiving incoming calls and placing calls;
- Adopt some important closing techniques;
- Ascertain how major advertising decisions are made;
- Ascertain the feature of direct marketing;
- Ascertain the public relations role and impact;
- Be familiar with the product/market expansion grid;
- Be familiarise with the global marketing environment;
- Choose effective value proposition;
- Conduct a SWOT analysis of their organisation;
- Conduct online marketing;
- Decide on the global marketing program;
- Decide where to work;
- Define demand management;
- Define marketing, contextualising the associated issues;
- Define sales in contest;
- Define the qualifying process;
- Demonstrate how to attract sellers and buyers through advertisement;
- Demonstrate how to build good customer relationship;
- Demonstrate how to create customer value;
- Demonstrate how to develop a prospecting system;
- Demonstrate how to develop self-discipline in this particular field;
- Demonstrate how to effectively communicate with the consumer;
- Demonstrate how to enter the market the proper way;
- Demonstrate how to maintain control;
- Demonstrate how to manage time effectively;
- Enumerate some major marketing decisions;

Course Contents, Concepts and Issues

Part 1: Marketing: Creating and Capturing Customer Value

- Defining and Deconstructing Marketing;
- Understanding the Marketplace and Customer Needs;
- Designing a Customer-Driven Marketing Strategy;

Part 2: Company and Marketing Strategy: Partnering to Build Customer Relationships

- Companywide Strategic Planning: Defining Marketing's Role;
- Designing the Business Portfolio;
- Planning Marketing: Partnering to Build Customer;
- Relationships;

Part 3: Analysing the Marketing Environment

- The Company's Microenvironment;
- The Company's Macro-environment;
- Demographic Environment;

Part 4: Managing Marketing Information to Gain Customer Insights

- Marketing Information and Customer Insights;
- Assessing Marketing Information Needs;
- Developing Marketing Information;

Part 5: The International Marketplace

- International Markets VS Global Markets;
- Why International Markets?
- Characteristics of the International Market;
- Operational Organisation for International Marketing and Sales.

Part 6: Contextualising Strengths and Weaknesses (SW), and their Organisational Implications for Real Estate Business Operation

- Conducting a Business or Organisation's Internal Analysis: Determining Its Strengths and Weaknesses (SW);
- Assessing Business or Organisational Strengths;
- Determining the Business or Organisation's Weaknesses;
- Eliminating Business and Organisational Weaknesses or Conceding 'Exposure' Avoidance?;
- Aligning Business or Organisational Strengths with Its Strategic and Operational Plans.

Part 7: Strategic Operational Review: Conceptualising Political, Economic, Social, Technological, Environmental (PESTEL) External Uncontrollable Factors (1)

- Political Context:

Part 8: Strategic Operational Review: Conceptualising Political, Economic, Social, Technological, Environmental (PESTEL) External Uncontrollable Factors (2)

- Economic Context:

Part 9: Review of Real Estate Business: Conceptualising Political, Economic, Social, Technological, Environmental (PESTEL) External Uncontrollable Factors (1)

- Social Context:

Part 10: Review of Real Estate Business: Conceptualising Political, Economic, Social, Technological, Environmental (PESTEL) External Uncontrollable Factors (2)

- Technological Context:
- Environmental Context:

Part 11: Review of Real Estate Business: Conceptualising Political, Economic, Social, Technological, Environmental (PESTEL) External Uncontrollable Factors (3)

- Legal Context:

Part 12: Real Estate Business and Organisational External Analysis: Understanding the Threats Posed, and Opportunities Presented, by Prevailing or Anticipated PESTEL Factors (1)

- Focus of External Environmental Analysis: Opportunities and Threats (OT);
- Contextualising Environmental Threats in the PESTEL;
- Assessing Political Threats:
- Determining Economic Threats:

Part 13: Real Estate Business and Organisational External Analysis: Understanding the Threats Posed, and Opportunities Presented, by Prevailing or Anticipated PESTEL Factors (2)

- Sorting Social Threats:
- Analyzing Technological Threats;

Part 14: Real Estate Business and Organisational External Analysis: Understanding the Threats Posed, and Opportunities Presented, by Prevailing or Anticipated PESTEL Factors (3)

- Environmental Threats:

Part 15: Real Estate Business and Organisational External Analysis: Understanding the Threats Posed, and Opportunities Presented, by Prevailing or Anticipated PESTEL Factors (4)

- Legal Threats
- Acceding to, or Circumventing, PESTEL Threats.

Part 16: Advertising and the Communication Process

- Communicating with the Consumer;
- Communication Barriers;

- Advertising;
- Attracting Sellers and Buyers through Advertisement

Service Contract, incorporating Terms and Conditions

[Click, or copy and paste the URL, below, into your Web Browser, to view our Service Contract, incorporating Terms and Conditions.](#)

https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extenuating_Circumstances_Payment_Protocol_Location.htm

The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

Prof. Dr. R. B. Crawford - Director HRODC Postgraduate Training Institute