



Course Information					
Code:	ARC61006	Course:	REAL STATE MARKETING		
Coordination Area / Program:	FAC. ARQUITECTURA				Mode: A distancia
Credits: 03	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: 96
	H.Teoria	0	48	48	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: 2024-02	Start date and end of period: del 19/08/2024 al 08/12/2024				
Career: ARQUITECTURA, URBANISMO Y TERRITORIO					

Course Pre-requisites		
Code	Course - Credits	Career
FC-AD-ARQ MEG	MEGAPROYECTOS	ARQUITECTURA

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
DI FLORIO TATAJE, NATHALIE ELSI RENEE ROSARIO	NDIFLORIO@USIL.EDU.PE		

Instructors
You can check the timetables for each teacher in their INFOSIL in the Classes Development Teachers option Teachers .

Course Overview
Real Estate Marketing, is a specialized training subject that has a theoretical nature, contributes to the development of the Comprehensive Communication and Entrepreneurship competence through the study and application of the most relevant aspects related to the real estate market, including housing, urban and territorial development, and the market main research tools. It includes the development of the following thematic axes: General Concepts of Marketing, Urban and Territorial Market and Urban or Territorial Marketing Plan. The accreditable product of the subject are the 4 assignments that shapes the continuous evaluation.

Professional and/or General Competences			
Career/Program	Acronym / Name of the competition	Competition level	Expected learning
Architecture, Urbanism and Territory	CP3: Business Management in Architecture	CP3: Business Management in Architecture (L3) Use business management tools to assess feasibility, risks and optimize the use of resources in architectural, urban, and territorial development, which encourage urban investment and promote industrialization, with ethics and social responsibility.	<ul style="list-style-type: none"> Evaluates the feasibility of architectural, urban, and territorial projects Manage the design, execution, control, and evaluation of architectural works and urban or territorial development projects. Through its projects, it promotes public or private investment initiatives efficiently, creating

			<p>innovative strategies with ethics and social responsibility.</p> <ul style="list-style-type: none"> • Promotes efficient management of urban land and territory.
	<p>CG2: Bilingual Communication</p>	<p>CG2: Bilingual Communication (L3) Communicates effectively in English using the four language skills-listening comprehension, reading comprehension, oral production and written production with sufficient fluency and naturalness for personal, academic, and professional performance at an international level.</p>	<ul style="list-style-type: none"> • Understands long speeches and lectures and even follows complex story lines, if the topic is relatively familiar. • It includes articles and reports related to contemporary problems, in which the authors adopt a particular attitude or point of view. • Produces clear and detailed descriptions on a wide range of topics related to a topic of personal interest. • Produces detailed and clear written texts on a wide range of topics related to a personal interest. • Demonstrates sufficient grammatical and lexical range of language to produce clear descriptions, express points of view, and develop arguments using complex sentence structures.

General Course Result	Unit Result
<p>By the end of the course, the student will complete four assignments that form the continuous assessment, considering the application of principles, concepts, and general strategies of Marketing, Urban and Territorial Market, and formulate a Marketing Plan for a real estate, urban, or territorial product, clearly and coherently supporting their proposals.</p>	<p>1. By the end of the unit, the student will manage general marketing concepts, identify the main elements of marketing, understand the concept of marketing strategy, and identify how to implement it clearly and coherently</p>
	<p>2. By the end of the unit, the student will recognize the characteristics of real estate, urban, and territorial products, define the target market for these products, and identify their economic, social, and political needs within the context of real estate, urban, or territorial marketing strategies.</p>
	<p>3. By the end of the unit, the student identifies the general components of a marketing plan, conducts an internal/external analysis of the real estate, urban, or territorial marketing object. Formulates the objectives and goals of the real estate, urban, or territorial marketing plan and designs the activities for each of them in order to achieve the goals.</p>

Development of activities		
Unit Result 1: <i>By the end of the unit, the student will manage general marketing concepts, identify the main elements of marketing, understand the concept of marketing strategy, and identify how to implement it clearly and coherently</i>		
Session 1: <i>By the end of the session, the student will identify general business and marketing strategy concepts through the review and selection of reliable information sources.</i>		Semana 1 a 3
Learning Activities	Contents	Evidence
Course presentation and introduction. Identifies and understands general Business concepts through a class activity.	Course presentation and introduction. General concepts of Business.	Course presentation Group activity
Session 2: <i>By the end of the session, the student will identify and apply marketing strategies through critical analysis of the provided information.</i>		Semana 4 a 6
Learning Activities	Contents	Evidence
Identifies and understands marketing strategies, applies the 4 elements of marketing through a presentation. Strengthening reasoning and analysis of the provided concepts through a presentation.	The Real Estate Business. Marketing, its strategies, and the 4 elements.	Group presentation on the first real estate business idea and the corresponding marketing strategy.
Unit Result 2: <i>By the end of the unit, the student will recognize the characteristics of real estate, urban, and territorial products, define the target market for these products, and identify their economic, social, and political needs within the context of real estate, urban, or territorial marketing strategies.</i>		
Session 3: <i>By the end of the session, the student will apply concepts related to real estate, urban, or territorial products through critical analysis of the provided information.</i>		Semana 7 a 8
Learning Activities	Contents	Evidence
Defines the concept and characteristics of real estate, urban, or territorial products and their target market through a presentation, also identifying those who manage their development. Analyzes the capacity of real estate products on a defined plot of land, their results, and defines their lessons and reflections through a presentation.	Real estate, urban, and territorial products. Target market. Capacity in real estate, urban, and territorial products. Target market	Presentation
Session 4: <i>By the end of the session, the student will understand marketing strategies and the nature of real estate, urban, or territorial products through critical analysis and problem-solving based on the provided information.</i>		Semana 9 a 11
Learning Activities	Contents	Evidence
Identifies the implications of marketing strategies and defines their effects through a presentation. Understands the nature of real estate, urban, or territorial products and proposes solutions through a presentation.	Social, economic, and political implications of urban or territorial marketing strategies. Presentation of the defined urban or territorial product.	Presentation
Unit Result 3: <i>By the end of the unit, the student identifies the general components of a marketing plan, conducts an internal/external analysis of the real estate, urban, or territorial marketing object. Formulates the objectives and goals of the real estate, urban, or territorial marketing plan and designs the activities for each of them in order to achieve the goals.</i>		
Session 5: <i>By the end of the session, the student understands and applies the methodology of a marketing plan for urban or territorial real estate products through critical analysis of case studies.</i>		Semana 12 a 14
Learning Activities	Contents	Evidence
Learns the methodology of a Marketing Plan for urban or	The marketing plan: Internal/external analysis of a	Presentation

territorial real estate products through a presentation and class discussion. Understands and applies methodologies and examples of internal/external analysis for urban or territorial products through a presentation and class discussion of the internal/external analysis of urban or territorial products.	random urban or territorial product. Methodologies and techniques for the internal/external analysis of a defined real estate, urban, or territorial product. Presentation of the internal/external analysis of the defined real estate, urban, or territorial product.	
Session 6: <i>By the end of the session, the student understands and appropriately applies objectives and goals for a business and marketing plan through critical analysis of the final project.</i>		Semana 15 a 16
Learning Activities	Contents	Evidence
Formulates objectives and goals for the marketing plan appropriately. Identifies activities, resource allocation, and responsibilities of the business and marketing plan through review and presentation of the final project.	Objectives and goals for the marketing plan of urban and territorial products. Presentation of the objectives and goals of the marketing plan. Design of the business plan and marketing plan. Final project. Course conclusion.	Submission of final project

Methodology
The course will be developed based on the following methodologies: Aprendizaje colaborativo , Aprendizaje de contenidos , Estudio de caso , The course will be developed based on the following methodologies: Aprendizaje colaborativo , Aprendizaje de contenidos , Estudio de caso , The course will be developed based on the following methodologies: Collaborative learning, content learning, case study, which will allow the development of new knowledge collaboratively through the development of team work, thus promoting the development of social and personal skills. The content learning methodology will also be used, where the student acquires new knowledge that will be applied through the case study methodology, which will be applied in class under the guidance and company of the teacher. The indicated methodologies will be used for the development of the course in face-to-face mode.

Assessment System				
Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.				
The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.				
Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
Evaluación Permanente	100%			
Promedio de Trabajos	100%			
Trabajo 1	25%		Semana 3	No
Trabajo 2	25%		Semana 7	No
Trabajo 3	25%		Semana 11	No
Trabajo 4	25%	Creditable Product	Semana 16	No

Attendance Policy	
Total Percentage Absences Permitted	30%
Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).	

In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.

Basic Required Reading

- [1] Romero Sotelo, Miguel, (2016). *El arquitecto desarrollador : retornando al territorio productivo y al sistema de ciudades humanizadas* /. (3a ed.). Universidad San Ignacio de Loyola.,
[2] Romero Sotelo, Miguel, (1992). *Habitat popular : un camino propio* /. Abril Editores e Impresores.,

References Supplementary

- [1] McCarthy, E. Jerome (1993). *Marketing : teoria y practica* /. Irwin.,
[2] Spiegel, Murray R (2013). *Probabilidad y estadística* /. (4a ed.). McGraw-Hill Interamericana.,
[3] Kotler, Philip (1991). *Dirección de mercadotecnia análisis, planeación y control* /. (4a ed.). Editorial Diana.,
[4] Instituto Ciudades Siglo XXI (2006). *Estudio sobre el mercado potencial de la vivienda para niveles socioeconómicos medios en Lima metropolitana*. Universidad Ricardo Palma.
[5] Instituto Ciudades Siglo XXI (2008). *Investigación sobre el mercado de vivienda para hogares de bajos ingresos en Lima Metropolitana*. . Universidad Ricardo Palma.
[6] Ries, A., & Trout, J. (2007). *Posicionamiento: la batalla por su mente*. McGraw-Hill.
[7] Asociación Peruana de Empresas de Investigación de Mercado (APEIM) (2007). *Estudio sobre Niveles Socioeconómicos*. APEIM.
[8] Instituto de Construcción y Desarrollo (2016). *El mercado de edificaciones urbanas en Lima Metropolitana y el Callao 2016 : 21° estudio*. Cámara Peruana de la Construcción.
[9] Fondo Mi vivienda (2011). *Investigación sobre el cliente de créditos Mi vivienda*. Fondo Mi vivienda.

Prepared by:	Approved by:	Validated by:
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Date: 29/08/2024	Date: 29/08/2024	Date: 01/09/2024