

 HRODC Postgraduate Training Institute,
A Postgraduate-Only Institution,
Verified by, & Registered With,
UK's Department for Education.

#180

**Real Estate Sales and Marketing,
Postgraduate Course.**

Leading To:

**Diploma – Postgraduate – in
Real Estate Sales and
Marketing, Triple-Credit,
90 Credit-Hours.**

**Accumulating to a Postgraduate Certificate,
with 90 additional Credit-Hours, and a
Postgraduate Diploma, with 270 additional
Credit-Hours.**

Diploma - Postgraduate - in Real Estate Sales and Marketing, Triple-Credit, 90 Credit Page 1 of 22

 HRODC Postgraduate Training Institute, A Postgraduate-only Institution.
HQ: 122A Bhylls Lane, Wolverhampton, West Midlands, UK.
Primary Website: <https://www.hrodc.com>.
Prof. Dr. R. B. Crawford, Director.

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Prof. Dr. R. B. Crawford - Director
PhD (UCL – Uni London); MEd M. (Uni Bath); PGC IS (Uni West London);
Adv Dip Sc Ed (Uni Bristol); PG Dip Doctoral Research Supervision
(Uni Wolverhampton); F.I.M.S.; HR Specialist (I.M.S.);
Executive M. AOM; M. AAM; M. ISGS; M. SCOS; M. RG.

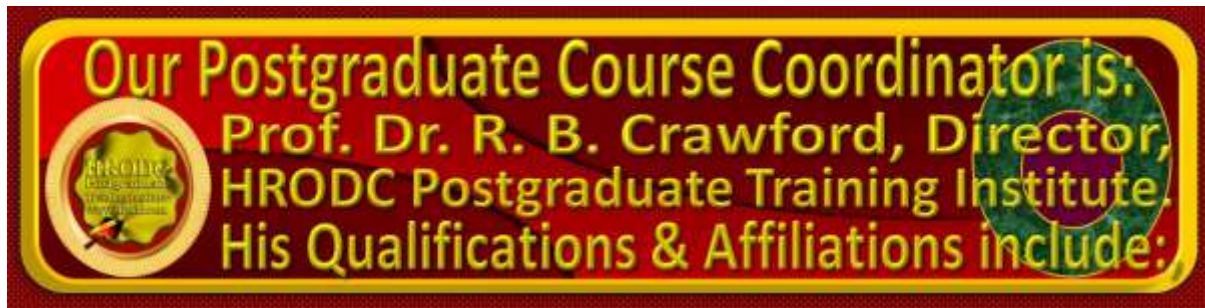
 **Postgraduate Diploma;
Postgraduate Certificate; &
Diploma - PG Courses.**
Click To Download List.

 **Our Main Website: <https://www.hrodc.com>**
Click To Visit Website!

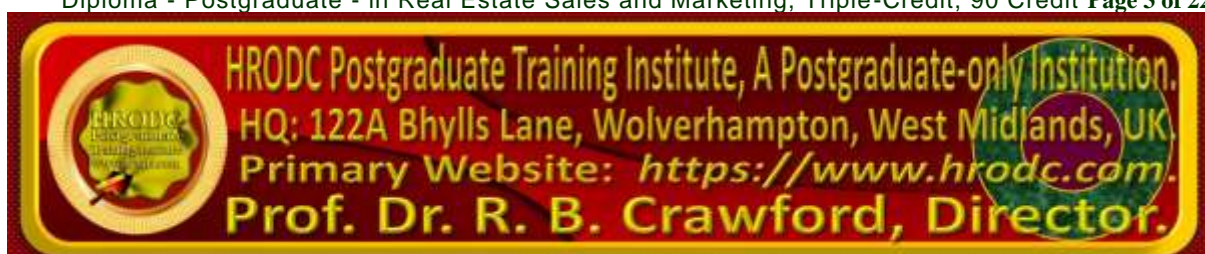
 **General Diploma: Access To Postgraduate.**
Click For Details!

PAST DELEGATES **EMAIL US** **CHAT NOW**

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- Doctor of Philosophy {(PhD) {University College London (UCL) - University of London}};
- MEd Management (University of Bath);
- Postgraduate (Advanced) Diploma 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 the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Member of ResearchGate;
- Executive Member of Academy of Management (AOM). There, his contribution incorporates the judging of competitions, review of journal articles, and guiding the development of conference papers. He also contributes to the Disciplines of:
 - 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.



Professor Dr. Crawford has been an Academic in the following UK Universities:

- University of London (Royal Holloway), as Research Tutor;
- University of Greenwich (Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- University of Wolverhampton, (Wolverhampton Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- London Southbank University (Business School), as Lecturer and Unit Leader.

His responsibilities in these roles included:

- Doctoral Research Supervisor;
- Admissions Tutor;
- Postgraduate and Undergraduate Dissertation Supervisor;
- Programme Leader;
- Personal Tutor.

He was formerly an Expatriate at:

- Ministry of Education, Sokoto, Nigeria;
- Ministry of Science and Technical Education, Sokoto, Nigeria;
- University of Sokoto, Nigeria;
- College of Education, Sokoto, Nigeria; and

Former Editor-In-Chief of 'Sokoto Journal of Education'.





- 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;
- Property Law Experts;
- Sales Managers;
- Venture Capitalists;
- All others seeking an enhanced understanding of Sales and Marketing in the Real Estate Sector.



15-Day Course Duration & Cost:

- * In-Venues Duration: 15 Days;
- * Online Duration: 30 Days (3 Hrs. Per Day).
- * In-Venues Cost: £15,000.00 Per Delegate;
- * Online Cost: £10,050.00 Per Delegate;
- * Group Cost: Varies with its Size.



In-Venues Cost Includes:

- * Snacks & Lunch, on Event-Days;
- * Stationery, Onsite Internet Access, City Tour;
- * Earned Award (PG Dip; PG Cert; Dip – PG; or Gen. Dip);
- * Module Credits, for Incomplete Programmes;
- * Cert. of Attendance & Participation, if Unsuccessful.



Our Branded Complimentary Products.

Students & Delegates Will be Treated To a Selection of:

- * Leather Conference Folder; Leather Conf. Ring Binder;
- * Leather Conference Bag (Black or Brown);
- * Polo Shirt (Black, Blue, Navy, Green, Red, White);
- * Metal Pen (Green, Blue, Maroon, Gold);
- * USB Drive (8-16 GB); Carrier Bag.

 Daily Schedule: 

09:00 To 16:30

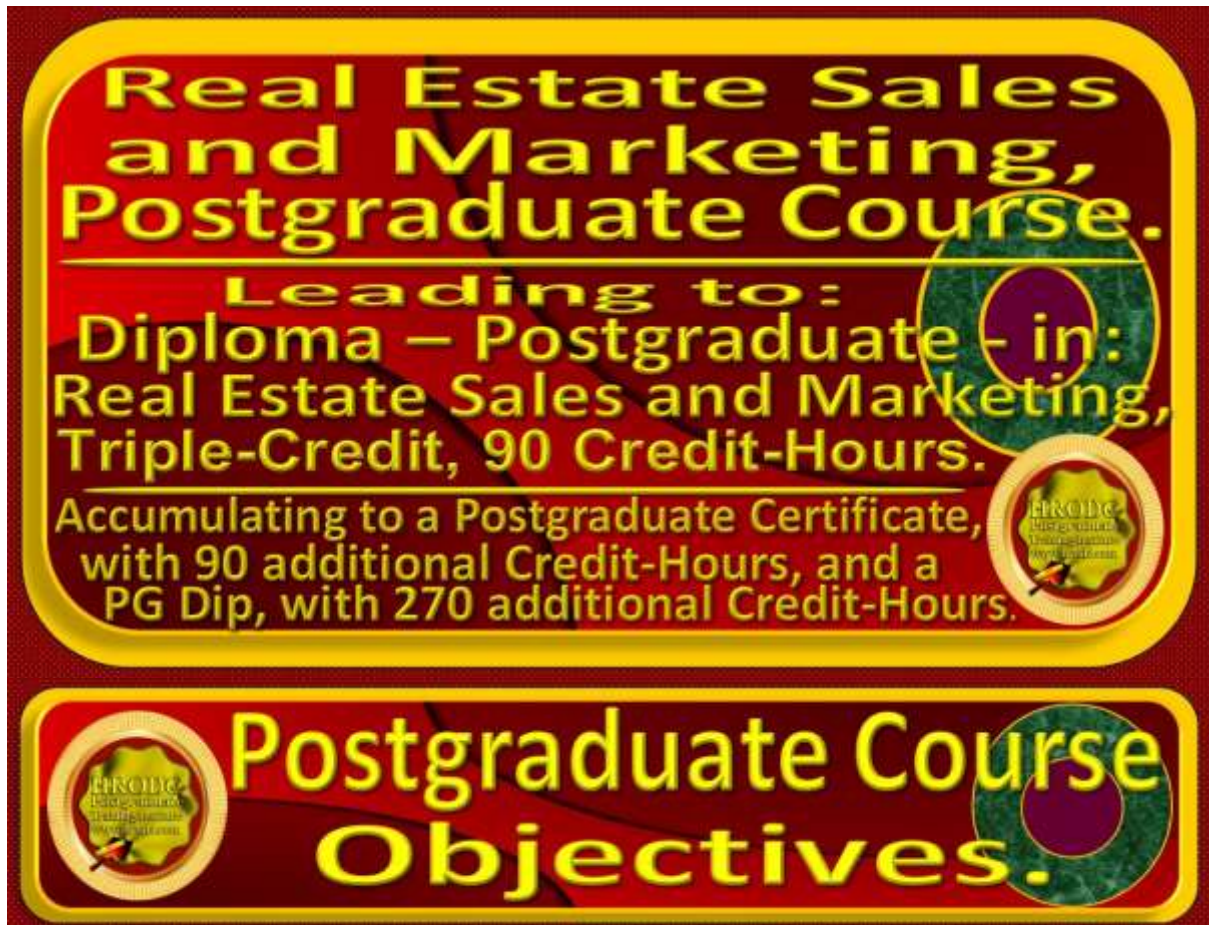
But may Vary, with Location.

Our Scheduled Delivery Locations Include:

- * Amsterdam, Netherlands;
- * Brussels, Belgium;
- * Central London, UK;
- * Dubai, United Arab Emirates (UAE);
- * Kuala Lumpur, Malaysia; &
- * Paris, France.

Other Locations, & Inhouse, on Request.

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Real Estate Sales and Marketing, Postgraduate Course.

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Diploma – Postgraduate - in:
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Triple-Credit, 90 Credit-Hours.**

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PG Dip, with 270 additional Credit-Hours.**

Postgraduate Course Objectives.

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

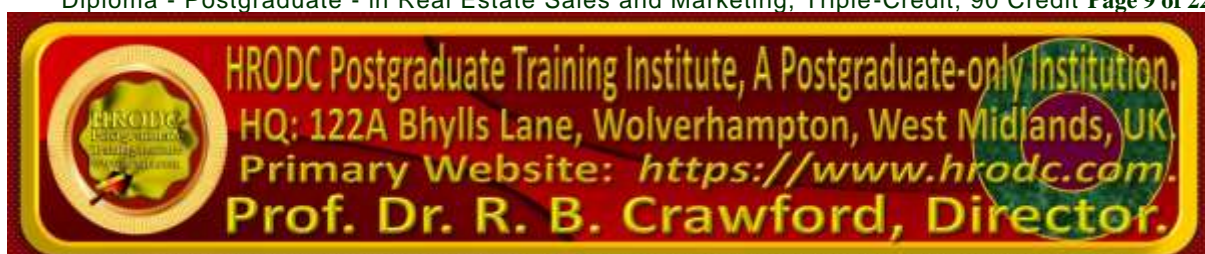
- Adopt effective telephone techniques particularly in terms of people contact, receiving incoming calls and placing calls;
- Adopt some important closing techniques;
- Ascertain how major advertising decisions are made;
- Ascertain the desirable features of direct marketing;
- Ascertain the public relations role and impact;
- Be familiar with the product/market expansion grid;
- Be conversant with the global marketing environment;
- Choose effective value propositions;
- Conduct a SWOT analysis of their organisation;
- Conduct online marketing;
- Decide on the global marketing program;
- Decide where to work;

Diploma - Postgraduate - in Real Estate Sales and Marketing, Triple-Credit, 90 Credit **Page 8 of 22**

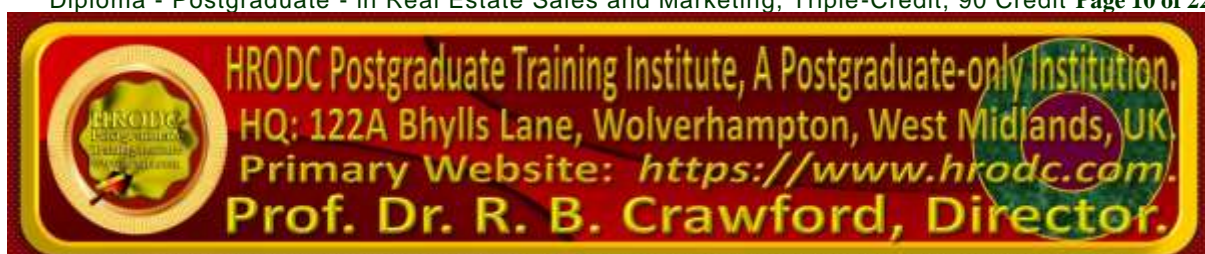


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- Define demand management;
- Define marketing, contextualising the associated issues;
- Define sales, in context;
- Define the qualifying process;
- Demonstrate how to attract sellers and buyers through advertisement;
- Demonstrate how to build good client relationship;
- Demonstrate how to create client value;
- Demonstrate how to develop a prospecting system;
- Demonstrate how to develop self-discipline in this field;
- Demonstrate how to effectively communicate with the consumer;
- Demonstrate how to maintain control;
- Demonstrate how to manage time, effectively;
- Demonstrate legal awareness in the field of real estate sales and marketing, particularly with the application of the provisions of the Fair Housing, Equal Credit Opportunity, Truth in Lending, Anti-Trust and Deceptive Trade Practices Law;
- Demonstrate the concept of professionalism in sales and marketing;
- Demonstrate the techniques and strategies towards effective and efficient advertising;
- Demonstrate the techniques of negotiating counteroffers;
- Demonstrate their understanding of the concept of knowledge application in developing prospecting a system;
- Demonstrate their understanding the concept of marketing management;
- Demonstrate their understanding the listing process;
- Demonstrate their understanding the sales process;
- Describe a market;
- Describe the importance of being qualified as an agent;
- Describe the importance of showing in the sales process;
- Describe the nature of personal selling;
- Describe the new direct marketing model;
- Describe the sales process;
- Describe the underlying principle of partner relationship marketing;
- Determine how companies ensure client satisfaction;



- Determine how prospecting works in real estate marketing is conducted;
- Determine the buying motives of clients;
- Determine the buying signals;
- Determine the components of sales promotion;
- Determine the components of value delivery network;
- Determine the factors to be considered in deciding whether to go global;
- Determine the techniques of selling one's knowledge;
- Develop an exceptional ability to set goals;
- Differentiate between marketing vs. Sales;
- Differentiate market segmentation and targeting;
- Differentiate needs, wants and demands;
- Differentiate quality and affordability;
- Distinguish market segmentation and target marketing;
- Draft a marketing plan for their organisation, incorporating all the components of a marketing plan;
- Enumerate some advertising considerations;
- Enumerate some major marketing decisions;
- Enumerate the 4 marketing management functions;
- Enumerate the 4Cs and 4 Ps of the marketing mix;
- Enumerate the characteristics of a successful salesperson;
- Enumerate the different types of advertising;
- Enumerate the factors which are changing the face of marketing communications;
- Enumerate the forms of online advertising;
- Enumerate the forms of online promotion;
- Enumerate the strategies firms must engage in, to be successful;
- Enumerate the various technology involved in real estate sales and marketing and explain how they are utilised in sales and marketing;
- Establish the importance of public relations in marketing;
- Establish the relationship between client databases and direct marketing;
- Establish the relationship between strategic planning and marketing;
- Evaluate advertising and return on advertising investment;
- Explain classified advertising;



- Explain client equity;
- Explain how marketing plans are turned into marketing actions;
- Explain need/want fulfilment and its link to marketing;
- Explain the concept of advertising;
- Explain the concept of closing in real estate sales and marketing;
- Explain the marketing concept;
- Explain the necessity of showing the property;
- Explain the principles of marketing mix;
- Find out how the overall promotion mix is shaped;
- Handle objections by following the correct step-by-step process;
- Identify other media for advertisement;
- Identify the 7 Cs of effective website design;
- Identify the benefits of listings in marketing;
- Identify the components of the promotion mix;
- Identify the different communication barriers;
- Identify the factors involved in personal motivation;
- Identify the factors to be considered in deciding which market to enter;
- Identify the promotion mix strategies;
- Identify the requirements for agent qualification;
- Identify the responsibilities of a salesperson;
- Identify the seven trends that characterise the global marketplace today;
- Identify the steps in personal selling process;
- Identify the various effective advertisement techniques;
- Identify the various marketing offering;
- Identify ways to contact the seller;
- Illustrate the importance of Online Marketing;
- Illustrate their knowledge of the general guidelines for writing advertisement;
- Illustrate their knowledge of the growth and the benefits of direct marketing;
- Illustrate their knowledge of the guidelines for making a listing presentation;
- Illustrate their knowledge of the guidelines when showing the property;
- Illustrate their knowledge of the importance of client's perceived value in marketing;
- Illustrate their knowledge of the reasons for client's objections;



- Illustrate their knowledge of the role of the sales force;
- Illustrate their knowledge of what a global firm is;
- Illustrate the characteristics of a good broker;
- Know who to acquiring market knowledge for efficient real estate sales and marketing;
- Manage the sales force effectively;
- Name the advantages and disadvantages of selling real estate;
- Name the different forms of direct marketing;
- Name the different marketing department organisation;
- Name the different online marketing domains;
- Name the major public relations tools;
- Outline the marketing control process;
- Outline the simple model of the marketing process;
- Plan the presentation for the offer;
- Present an offer;
- Provide Improved Guidelines for the Closing Stage.

Postgraduate Course Contents, Concepts, and Issues.

Part 1. Marketing: Creating and Capturing Client Value

Part 2. Marketing Strategy: Partnering to Build Client Relationships.

Part 3. Analysing the Clients' Environment

Part 4. Managing Marketing Information to Gain Client Insights

Part 5. The International Marketplace

Part 6. Contextualising Strengths and Weaknesses (SW), and their Operational Implications for Real Estate Entities.

Part 7: Conceptualising The PESTEL Factors: Their Generic Meanings.

Part 8. Strategic Operational Review: Conceptualising The Political, External Uncontrollable Factors.

Part 9. Strategic Operational Review: Conceptualising The Economic, External Uncontrollable Factors .

Part 10. Review of The Real Estate Operation: Conceptualising The Social, External Uncontrollable Factors.

Part 11. Review of Real Estate Operations: Conceptualising The Technological and Ecological Factors.

Part 12. Review of Real Estate Entities: Conceptualising External Legal-Competitive Uncontrollable Factors.

Part 13: Real Estate Operation and External Organisational Analysis: Understanding The Threats Posed, and Opportunities Presented, by Prevailing or Anticipated PESTEL Factors.

Part 14. Exploiting, Circumventing, or Conceding The Social and Technological Factors Interacting With Your Real Estate Operation.

Part 15. Exploitation or Circumvention: Determining Response To The Ecological Factors That Impinge On Your Real Estate Operation, .

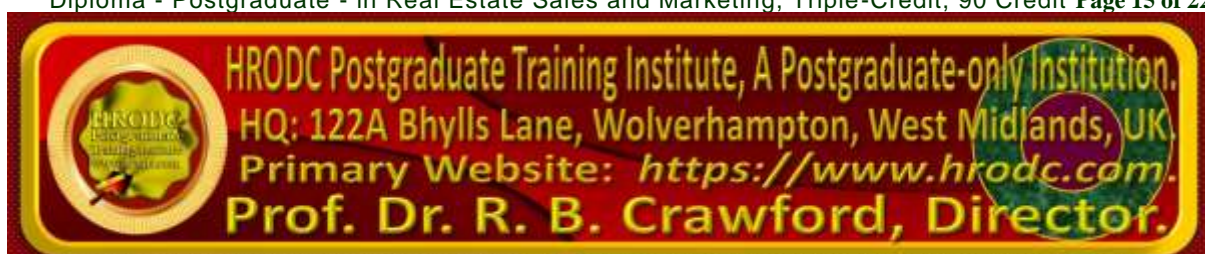
Part 16: Real Estate Business and Organisational External Analysis, in Actuality: Understanding the Threats Posed, and Opportunities Presented, by Prevailing or Anticipated Legal-Competitive Factors.

Part 17: Advertising and the Communication Process



Postgraduate Short Courses are of a minimum of five days' In-Venues (10 days' Online) but less than 6 weeks' In-Venues (less than 10 weeks' Online) duration, are referred to as Diploma – Postgraduate. This means that they are postgraduate credits, towards a Postgraduate Certificate and Postgraduate Diploma. Postgraduate Certificate and Postgraduate Diploma represent Programmes of Study, leading or accumulating to Awards bearing their title prefixes. While we, refer to our short studies, detailed above, as 'Courses', those with duration of 6 weeks or 12 weeks In-Venues (10- and 20-weeks' Online) are labelled 'Programmes'. Nevertheless, we conform to popular usage, by often referring to all study durations as 'Courses'. A mark of distinction, though, is that participants in a short course are referred to as 'Delegates', as opposed to the ascription 'Students', which is confined to those studying a Postgraduate Programme.

In line with the above notion, a Postgraduate Certificate might be earned through a 6 weeks' Intensive In-Venues Study, or 10 Online Delivery. Similarly, a Postgraduate



Diploma might be studied for 12 weeks In-Venues or 20 weeks. They might also be taken through a blend of both modes, providing that a minimum of 6 and 12 Credits and 180 or 360 Credit-Hours, respectively, are earned. You might Pick and Mix Courses, to create your preferred blend of Disciplines, or follow a predesigned Specialist route. They might accumulate from our Postgraduate Short Courses, or through continuous study. [Please click to view and download our List of Specialist Postgraduate Certificate, and Postgraduate Diploma Programmes](#)



Credit-Hours and Credit-Values, in Diploma – Postgraduate - Award

Credit-Hours are the actual amount of time that a lecturer or tutor spends with his or her students or delegates, in both In-Venues and Online Deliveries. Each Five-Day In-Venues, or a Ten-Day Online (3 hours per day) Course consists of 30 Credit-Hours, while a 6-Day In-Venues (12-day Online) course amounts to 36 Credit-Hours. Because Credit-Values are calculated in multiples of 30 Credit-Hours, 60-89 Credit-Hours have a Double-Credit (2 Credit) value, while 90 Credit-Hours earn a Triple-Credit (3 Credits).

A delegate who successfully completes a Postgraduate Short Course of 30 or more Credit-Hours, but which is less than 180 Credit-Hours (Postgraduate Certificate), is awarded a Diploma – Postgraduate. This Award is assigned Credit-Values and Credit-Hours, as are exemplified by the following:

1. Diploma – Postgraduate – in Organisational Change Management, 30 Credit-Hours;
2. Diploma - Postgraduate - in Trainer Training: Training for Trainers, Double-Credit, 60 Credit-Hours:



3. Conveyancing and Property Valuation: Property Law, Double-Credit, 72 Credit-Hours:
4. Diploma – Postgraduate – in University and Higher Education Administration, Triple-Credit, 90 Credit-Hours;
5. Diploma – Postgraduate – in Tourism and International Relations, Quad-Credit, 120 Credit-Hours.

As in the first example, above, where the Credit-Value is not noted in an Award, it must be assumed that it is a Single-Credit Value.

Postgraduate Diploma Award

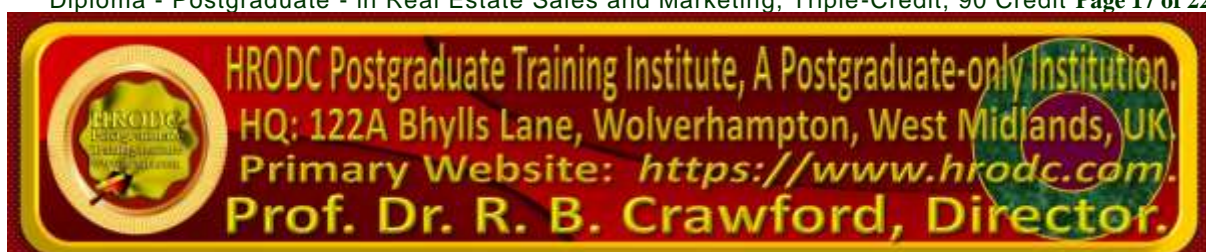
A Postgraduate Diploma Award is achieved with a minimum of 360 Credit-Hours, through continuous study, or an accumulation of Credit-Hours.

Postgraduate Certificate Award

A Postgraduate Certificate might be gained with a minimum of 180 Credit-Hours, through continuous study or Credit-Hours' accumulation.

Cumulative Postgraduate Certificate, and Postgraduate Diploma Awards

All Postgraduate Short Courses accumulate to a Postgraduate Certificate and a Postgraduate Diploma, on a 'Pic and Mix' or Specialist basis. This means that we maintain academic records for each delegate, indicating the courses studied, with their Credit-Value and Credit-Hours, as are indicated above, '**Credit-Hours and Credit-Values, in Diploma – Postgraduate – Award**'. The Credit-Hours are aggregated to accumulate to at least 180 and 360 Credit-Hours, for a Postgraduate Certificate and a Postgraduate Diploma, respectively. Each Short Course Award (below a Postgraduate Certificate) indicates both its Credit-Value and Credit-Hours, excepting for Single-Credit.



Accumulated Postgraduate Certificate, and Postgraduate Diploma Awards

All Specialist Postgraduate Certificate and Postgraduate Diploma Programmes have predetermined Award Titles. Delegates who do not follow a specialism, for accumulation to a Postgraduate Certificate and Postgraduate Diploma, receive a Generalist, rather than a Specialist, Award. However, a Specialist Award is given to delegates who studied at least seventy percent (70%) of their courses in a specialist grouping, as are exemplified above, under the heading **'Postgraduate Diploma and Postgraduate Certificate Specialist Award Titles'**.

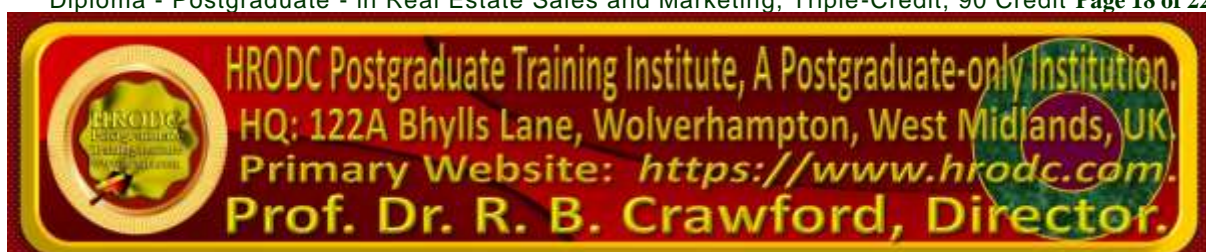


Applicants for Diploma – Postgraduate; Postgraduate Certificate; and Postgraduate Diploma are required to submit the following documents:

- Completed Postgraduate Application Form, including a passport sized picture affixed to the appropriate section;
- A copy of Issue and Photo (bio data) page/s of the applicant's current valid passport or copy of 'Photo-embedded' National Identity Card;
- Copies of credentials stated in the Application Form.

Admission and Enrolment Procedure

- On receipt of all the above documents, they will be forwarded to our 'Admissions Committee', which will assess applicants' suitability for the Course or Programme for which they have applied;
- If they are accepted on their chosen Course or Programme, they will be notified accordingly, and sent Invoices;



- Upon receipt of an applicant's payment, we will send him or her an Official Payment Receipt, and Admission Letter, bearing a copy of the Passport-Type in the respective Application Form.
- Those intending to study in a foreign country, and require a Visa, will be sent the necessary **Immigration Documentation**, to support their application;
- **Joining Instruction** will be sent to Students and Delegates, on time to prepare for their enrolment. The incorporated information include:
 - Venue Name, Location, with specific address;
 - Details of Airport Transfer, where appropriate;
 - Start date and time;
 - Registration details;
 - Daily Schedule;
 - Local Transportation Details;
 - Residential Accommodation Details;
 - Leisure and Shopping Facilities, in the area;
 - General Security Information; among others.



Because of the intensive nature of our Courses and Programmes, for In-Venues, and Online modes, assessment will take place during or at the end of the **'active teaching period'**, adopting differing formats. These structures include, but are not limited to:

- In-Class Tests;
- Text-Case Analyses;
- Video-Case Analyses;
- 'Out-of-Class Assignments;
- Individual Presentations;
- Group Presentations; and
- End of Course Examinations.



Based on these assessments, successful candidates will receive either a:

- Diploma – Postgraduate - Award;
- Postgraduate Certificate Award; or
- Postgraduate Diploma Award.

For all the above Awards, a minimum of 70% overall pass is expected. To receive the Awards of Postgraduate Certificate and Postgraduate Diploma, candidates must have accumulated at least the required minimum 'Credit-Hours', with a pass (of 70% and above) in at least 70% of the courses taken.

Delegates and students who fail to achieve the requirement for Postgraduate Certificate, Postgraduate Diploma, or Diploma - Postgraduate - will be given support for 2 re-submissions for each course. Those delegates who fail to achieve the assessment requirement for the Postgraduate Diploma or Diploma - Postgraduate - on 2 resubmissions, or those who elect not to receive them, will be awarded the Certificate of Attendance and Participation.



You might study a Postgraduate Diploma, or Postgraduate Certificate, in 20 or 10 weeks, respectively, in the comfort of your offices or homes, through our Postgraduate Training Institute's Online Delivery Mechanism. We are committed to your achieving the 360 or 180 Credit-Hours, respectively, in line with our **Regulation**, within the stipulated timeframe. The direct "Student-Lecturer-Contact-Times" of 3 hours per day, 6 days per week will ensure that these requirements are met. We aim to fit the tuition around your work, family commitment and leisure, thereby enhancing your



maintenance of an effective 'work-study-life-style balance', at times convenient to you and your appointed tutor.



[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_Extinuating_Circumstances_Payment_Protocol_Location.htm)

https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extinuating_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.



