



# AI1139 Relationship, Marketing and Market Analysis in Real Estate and Finance 7.5 credits

Relationsmarknadsföring och marknadsanalys i fastighet och finans

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

## Establishment

Course syllabus for AI1139 valid from Autumn 2011

## Grading scale

A, B, C, D, E, FX, F

## Education cycle

First cycle

## Main field of study

Technology

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

# Intended learning outcomes

The goal of this course is that you should be able to

- analyse problems regarding relationship marketing and market analysis
- describe, analyse and account for marketing theories
- analyse and reflect over relationships and knowledge in the real estate and financial services markets
- apply the marketing and market analysis theories that are the fundamental analytical tools for this course
- Independently analyse markets based on the course literature
- Write analytical texts with independent application of the analytical tools provided by the course literature.

## Course contents

- Market theory emphasising market analysis and relationship marketing
- Properties of relationships, networks and interaction in the real estate and financial services sectors
- CRM (Customer Relationship Management) in real estate and financial services
- The business relationships of real estate and financial services firms and its consequences for profit, competition, market planning och strategic decision making
- IT-based relationship marketing in real estate and finance
- Market analysis in real estate and finance
- Praktical applications – analysis of markets for real estate and financial services firms

## Specific prerequisites

The students must be enrolled in the bachelor's programme in Real Estate and Finance

## Course literature

- Scientific articles
- Grönroos, C. (2007), **Service management and marketing – a customer relationship management approach**. Chichester, England: John Wiley & Sons, Ltd. 3rd Edition
- Kotler, Philip, and Keller, Kevin Lane, "A Framework for Marketing Management", 5th Ed., Pearson International Edition.

## Examination

- INL1 - Assignment, 3.0 credits, grading scale: P, F

- NÄR1 - Attendance, 1.5 credits, grading scale: P, F
- TEN1 - Examination, 3.0 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

## Other requirements for final grade

Presence in classroom (1.5p), written exam (TEN1; 3p), approved course PM (INL1; 3p).

## Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.