

# MKTG 7015 INVESTMENT PROPERTY VALUATION

**Credit Points** 10

**Legacy Code** 201011

**Coordinator** Kamel Taoum (<https://directory.westernsydney.edu.au/search/name/Kamel Taoum/>)

**Description** This subject focuses on the theory and practice of valuing income-producing properties, specifically retail, office and industrial properties. Students will learn to critically evaluate the various factors affecting the valuation. The content covered in this subject provides a foundation for further study in property valuation.

**School** Business

**Discipline** Real Estate

**Student Contribution Band** HECS Band 4 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Postgraduate Coursework Level 7 subject

**Pre-requisite(s)** MKTG 7028

**Equivalent Subjects** FINC 7018 - Property Valuation LGYA 4889 - Income Property Appraisal LGYC 1571 - Income Property Appraisal

## Restrictions

Students must be enrolled in a postgraduate Business program.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Apply the theory and practice of valuation of an income-producing property;
2. Critically evaluate and apply income property valuation processes;
3. Apply problem-solving skills in the context of income property valuation in changing market conditions;
4. Critically evaluate and apply current Practice Standards in valuing income property;
5. Apply the professional reporting skills in the context of income property valuation.

## Subject Content

Income property valuation theory, method and practice

Distinction between valuations of different property types

Data collection processes

Rental and yield determination

Valuation of retail, office and industrial property

Mortgage and Insurance valuation

Valuation reporting practice

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Case Study	1,000 words	40	N	Individual	Y
Professional Task	2,500 words	60	N	Individual	Y

## Prescribed Texts

- Ling, DC & Archer, WR 2021, Real estate principles: A value approach, 6th edn, McGraw Hill.

## Teaching Periods

## Quarter 3 (2025)

### Parramatta City - Macquarie St

#### On-site

**Subject Contact** Sharon Yam (<https://directory.westernsydney.edu.au/search/name/Sharon Yam/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG7015\\_25-Q3\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7015_25-Q3_PC_1#subjects))

#### Parramatta External

#### Online

**Subject Contact** Sharon Yam (<https://directory.westernsydney.edu.au/search/name/Sharon Yam/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG7015\\_25-Q3\\_PX\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7015_25-Q3_PX_2#subjects))