

MKTG 7028 STRATEGIC PROPERTY MARKET ANALYSIS

Credit Points 10

Legacy Code 201009

Coordinator Rupa Ganguli (<https://directory.westernsydney.edu.au/search/name/Rupa Ganguli/>)

Description Students will develop an understanding of the property industry and its role in the investment context, as well as the collection and analysis of property data. Markets, institutional property portfolios, the role of Government policy, and the controls that affect development, residential valuation and application of economic theory to property development will also be studied.

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/) page.

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate Business program.

Learning Outcomes

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

1. Analyse the role of property in the investment context;
2. Apply economic theory to land use and property development;
3. Critically evaluate the sources of property data and analyse the data;
4. Evaluate the role of Government and its effect on Property Decision Making;
5. Critically examine the various inherent, external and statutory controls on property development;
6. Apply industry reporting standards and ethics;

Subject Content

1. Property economics
2. The property profession
3. Supply and demand
4. Highest and best use and city growth pattern
5. Introduction to Land Law including native title
6. Government and property taxation
7. Concepts of value and valuation methods
8. Valuation instructions, valuation reports and ethics
9. Property data sources, collection and analysis
10. Advanced data analysis and big data
11. Property inspection and valuation of residential property

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	1,300 words	40	N	Individual	Y
Report	2,300 words	60	N	Individual	Y

Teaching Periods

Quarter 1 (2025)

Parramatta City - Macquarie St

On-site

Subject Contact Rupa Ganguli (<https://directory.westernsydney.edu.au/search/name/Rupa Ganguli/>)

[View timetable \(\[https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7028_25-Q1_PC_1#subjects\]\(https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7028_25-Q1_PC_1#subjects\)\)](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7028_25-Q1_PC_1#subjects)

Parramatta External

Online

Subject Contact Rupa Ganguli (<https://directory.westernsydney.edu.au/search/name/Rupa Ganguli/>)

[View timetable \(\[https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7028_25-Q1_PX_2#subjects\]\(https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7028_25-Q1_PX_2#subjects\)\)](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7028_25-Q1_PX_2#subjects)

Quarter 3 (2025)

Parramatta City - Macquarie St

On-site

Subject Contact Rupa Ganguli (<https://directory.westernsydney.edu.au/search/name/Rupa Ganguli/>)

[View timetable \(\[https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7028_25-Q3_PC_1#subjects\]\(https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7028_25-Q3_PC_1#subjects\)\)](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7028_25-Q3_PC_1#subjects)

Parramatta External

Online

Subject Contact Rupa Ganguli (<https://directory.westernsydney.edu.au/search/name/Rupa Ganguli/>)

[View timetable \(\[https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7028_25-Q3_PX_2#subjects\]\(https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7028_25-Q3_PX_2#subjects\)\)](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7028_25-Q3_PX_2#subjects)