

UCIRVINE | EXTENSION

**Marketing for the Residential
Builder Specialized Studies
Program**



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www.extension.uci.edu

PROGRAM NEED

The residential market has changed dramatically and continues to change with the fluctuation of interest rates, market competition, the availability of qualified buyers and several other factors. Successful professionals in the homebuilding industry need a strong foundation in consumer marketing and the application of these marketing principles in order to be able to appropriately position their product.

PROGRAM DESCRIPTION

This Specialized Studies Program is built around a set of well-defined learning objectives designed to provide participants with the skills needed to effectively understand, create and manage homebuilder's marketing functions and systems. The courses in this program explore the housing industry and the changes occurring today that will affect future operations. Sales management strategies and training are examined along with a variety of alternative methodologies used in order to create, execute and evaluate marketing plans and budgets.

Coursework is designed for individuals currently employed in the homebuilding industry as well as newcomers to the field. Coursework also satisfies part of the requirements for the MIRM designation from the National Association of Home Builders (NAHB).

PROGRAM OBJECTIVES

- Explore the housing industry and changes occurring today that will affect future operations
- Create, execute and evaluate marketing plans, budgets, and strategies for a residential development
- Examine sales management strategies and training
- Discuss the successful integration of advertising, public relations, on-site merchandising, sales offices/management/selling techniques, and post sale programs

SPECIALIZED STUDIES REQUIREMENTS

A Specialized Studies Award is conferred upon the completion of the four (4) required courses for a total of nine (9) units. For more information about the program, please email kamoroso@uci.edu or call (949) 824-5528.

Courses must be completed with grades of "C" or better. Specialized studies requirements must be fulfilled within five years from the date of enrollment in the program. Students who want to obtain the specialized studies award should apply for candidacy prior to completion of the third course in the program. Students not pursuing the specialized studies program are welcome to take as many individual courses as they choose.

To receive the specialized studies award, students must submit a Request for Certificate form when enrolled in his/her last course in the program. The form can be downloaded here: http://unex.uci.edu/pdfs/forms/business_mgmt_rfc.pdf.

PROGRAM FEES

Actual fees may differ from the estimate below. Fees are subject to change without prior notice.

<i>Course Fees (4 required)</i>	<i>\$1670</i>
<i>Candidacy Fee</i>	<i>\$35</i>
<i>Parking (\$34/quarter)</i>	<i>\$136</i>
Total Estimated Cost	\$1841

COURSE DESCRIPTIONS

Understanding Housing Markets and Consumers Mgmt X460.95 (2.5 units)

(formerly Mgmt X479.5, Understanding Today's Housing Markets and Consumers, 4 units)

Learn how to find the information that's critical to the homebuilding business. This course will allow you to gain understanding of the demographic, economic and psychographic factors that affect housing supply and demand. You'll also learn to employ a model that projects opportunities for specific local markets. To create an effective marketing plan for your residential development, you need a thorough understanding of the housing industry's customers, as well as the ability to understand the state of the market for new homes. Begin with the basics as you explore the variety of homebuilding firm management structures, company organization and finance, as well as land acquisition and the entitlement process. Gain an insider's grasp of the changes occurring today in the housing market that will affect future operations and the factors influencing real estate markets, such as the economics of the marketplace, market research principles and methods that affect demand and supply of housing. Lectures, discussions among your colleagues and a Saturday field trip will give you the practical knowledge you need to understand the housing market and consumer of today. Build your marketing program on a foundation of insight into the housing industry.

Marketing Strategies, Plans, and Budgets Mgmt X460.96 (2 units)

(formerly Mgmt X460.9, 4 units)

A good marketing plan communicates your project to the right audience and stimulates sales. Gain the competitive advantage by learning how to create an effective marketing plan with a realistic budget for new housing developments. This course gives you valuable insight into the marketing planning process and its influence on the decisions affecting the sale and development of new housing. Learn how to read appropriate market segments, forecast sales and develop appropriate marketing plans and budgets. Understand how to determine criteria for and create architectural and site plans. Create a dynamic, exciting marketing plan that gets results--and how to create the appropriate budget.

Lifestyle Merchandising, Advertising, and Promotion Strategies

Mgmt X460.97 (2 units)

(formerly Mgmt X460.94, Implementing the Marketing Plan: Advertising, Promotion & On-Site Merchandising Strategies, 4 units)

A well-executed marketing plan is essential to assuring that your residential development project performs well in the marketplace. To create a successful plan, you must know how to bring groups from a variety of disciplines together to form a cohesive marketing group. Learn how to motivate, communicate with, and manage your marketing team. Homebuilding industry professionals will share practical insights into topics which include creating a theme, graphics, advertising, public relations, on-site merchandising, interior design, landscaping, sales offices, and post-sale programs. Gain the competitive advantage by learning how to execute a successful marketing plan.

The Challenge of New Home Sales Management Mgmt X460.98 (2.5 units)

(formerly Mgmt X460.92, Sales Management and Diversification Opportunities for the Class B Builder, 4 units)

In today's competitive real estate market, you need an effective sales force that not only understands your customers, but knows how to qualify buyers and close the sale. Learn the strategies of sales management, training, and effective personnel management that are necessary for the urban and suburban home builder. Acquire a working knowledge of essential topics including management and recruitment of the sales force, training techniques, managing customers and owners and market positioning.

List of Courses

COURSE #	REQUIRED COURSES	Unit	WI	SP	SU	FA
Mgmt X460.95	Understanding Housing Markets and Consumers <i>(formerly Mgmt X479.5, 4 units)</i>	2.5				•
Mgmt X460.96	Marketing Strategies, Plans, and Budgets <i>(formerly Mgmt X460.9, 4 units)</i>	2	•			
Mgmt X460.97	Lifestyle Merchandising, Advertising, and Promotion Strategies <i>(formerly Mgmt X460.94 Implementing the Marketing Plan: Advertising, Promotion & On-site Merchandising Strategies, 4 units)</i>	2		•		
Mgmt X460.98	The Challenge of New Home Sales Management <i>(formerly Mgmt X460.92, Sales Management and Diversification Opportunities for the Class B Builder, 4 units)</i>	2.5				•

WI=Winter, SP=Spring, SU=Summer, FA=Fall

Note: Schedule subject to change

See website at <http://extension.uci.edu> for most current changes

UNIVERSITY OF CALIFORNIA, IRVINE
UNIVERSITY EXTENSION

APPLICATION FOR CANDIDACY

Specialized Studies in Marketing for the Residential Builder

This form must be submitted, along with a filing fee of \$35, prior to completion of the third course in the Program.

NAME Mr. Mrs.
Ms.

HOME
ADDRESS

CITY STATE ZIP

PHONE:
DAY EVENING

SOCIAL SECURITY NUMBER

JOB TITLE

EMPLOYER

EMPLOYER
ADDRESS

Payment must be included with application.

MY CHECK FOR \$35 IS ENCLOSED (Payable to Regents of University of California).
CANDIDACY FEE IS NONREFUNDABLE AND NONTRANSFERABLE.

CHARGE TO: VISA MASTERCARD AMERICAN EXPRESS

ACCOUNT NUMBER EXP
DATE

AUTHORIZED SIGNATURE

Mail or Fax To:

University of California, Irvine
University Extension
Student Services
PO Box 6050, Irvine, CA 92616-6050
FAX (949) 824-2090

7/16/08