

MKTG 7014 INTERNATIONAL PROPERTY FINANCE

Credit Points 10

Legacy Code 201012

Coordinator Hassan Gholipour Fereidouni ([https://directory.westernsydney.edu.au/search/name/Hassan Gholipour Fereidouni/](https://directory.westernsydney.edu.au/search/name/Hassan%20Gholipour%20Fereidouni/))

Description This unit develops students' knowledge of finance with particular reference to the property industry. The theories on financial capital markets and market efficiencies are presented with an emphasis on property investment methods, financial leverage, and bankruptcy. The unit also explores various sources of financing and techniques to aid funding decision-making. Students examine recent and emerging developments in the international property investment and financing arena, as well as sustainable investment and financing strategies.

School Business

Discipline Real Estate

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects ACCT 7020 - Property Finance and Taxation LGYC 0016 - Property Finance and Taxation

Restrictions

Students must be enrolled in a postgraduate Business program.

Learning Outcomes

1. Understand international marketing management concepts
2. Appreciate the additional complexity in the conduct of marketing overseas caused by environmental factors in the international domain.
3. Apply marketing research and strategy development concepts in the international domain.
4. Identify and evaluate international marketing opportunities.
5. Design international marketing strategies that are financially sound and actionable.

Subject Content

Introduction and Overview

- introduction to international Marketing
- The Marketing paradigm in A Global context
- globalisation from A macro and Micro perspective
- Researching international markets
- international Marketing planning

The Global Marketing Environment

- The economic and financial environments
- The political, legal and Regulatory environments
- The social and cultural environments

Creating Global Marketing Strategies

- market entry and expansion strategies
- relationships and Network strategies
- Product decisions
- pricing decisions
- place (channel) decisions
- promotion decisions
- The impact of ethics and environmentalism on international Marketing
- Niche and MNC strategies

- financial resource implications

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.

Item	Length	Percent	Threshold	Individual/ Group Task
Assignment 1 (Housing Finance and Refinancing)	1,500 words	50	N	Individual
Assignment 2 (REITs' Annual Reports & Capital Structure)	1,500 words	50	N	Individual

Teaching Periods

Quarter 4

Parramatta City - Macquarie St

Evening

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7014_22-Q4_PC_E#subjects)

Parramatta External

Online

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