



Spring 2025 Course Overview

Real Estate Media and Marketing

Session B, 1.5 credits, Call No. 11776, PLA 6752
Amir Korangy, Wednesday 4 - 6 pm, 209 Fayerweather

Preference for MSRED students. Recommended for REDF students.

In this course, students will examine the important role media, data, and information technology play in real estate, and why these components are essential to a successful real estate project. As with other major industries, real estate is covered closely by a variety of media outlets and analysts, who document market cycles and trends vital to the final goal of development. Real estate is both for-sale/lease and an investment commodity. Therefore, it is routinely publicized in the media through PR, advertising, and branding in order to garner attention and spur transactions. This course will teach students about the dynamic, and often intricate relationships, between developers and other real estate professionals, and the array of media channels which impact each of them. Students will be focusing on a single real estate asset for which they will devise a complete messaging campaign including: use of space, PR, advertising, branding and messaging. The course will also include guest speakers who specialize in the different areas, allowing students to hear first-hand from experts in the field.