

University of Southern California  
School of Policy, Planning, and Development  
**PPD 435 Real Estate Markets**  
Course Syllabus – Spring 2010  
(please note, syllabus is subject to change)

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**Course Objectives**

The basic objective of the course is to present fundamental economic theories, analytical techniques, as well as practical applications for market analysis of various forms of real estate. Assignments as well as class participation will emphasize a case study approach, drawing on recent market studies prepared by various professional research firms. At least one field site will be assigned in the Los Angeles vicinity for student inspection and class discussion regarding applicable market issues. Specialists in various land uses will be guest speakers during the first half of many lectures. A final project consisting of a market feasibility study of selected development projects will be prepared by all students.

**Reading Materials**

There is no textbook for this class. All reading materials will be handed out at the beginning of class or posted on blackboard. However, if you'd like to build a good supplemental real estate library to go along with the course, I'd recommend the following books:

- 1 - Real Estate Market Analysis: A Case Study Approach, by Adrienne Schmitz
- 2 - Urban Economics and Real Estate Markets, by Denise DiPasquale.
- 3 - The Inside Track to Careers in Real Estate, by Stan Ross

Additionally, access to the Wall Street Journal, LA Business Journal, Financial Times or other Real Estate publication is strongly recommended. Students should keep abreast of local and national news and trends in the real estate market. Common sources for information also include [www.globest.com](http://www.globest.com), [www.curbedla.com](http://www.curbedla.com); [www.latimes.com](http://www.latimes.com); [www.downtownnews.com](http://www.downtownnews.com); etc. Also, for a dose of some good commentary, I would recommend visiting my three favorite economic blogs daily:

<http://globaleconomicanalysis.blogspot.com/>  
<http://www.calculatedriskblog.com/>  
<http://www.zerohedge.com/>

The beginning of most classes will be spent discussing real estate issues in the news.

**Course Requirements and Grading**

The Course is divided into 16 weeks. Everything done in the class is quantified, including attendance, participation, homework, exams, presentations and final project. Students will be graded based on the chart below:

Class Participation / Attendance:	10%
Homework:	15%
Midterm:	20%
Final Project:	25%
Final Exam:	30%
Total:	100%

Class meets once weekly, from 6 pm to 9:20 pm on Tuesday, beginning Tuesday, January 12, 2010 and continuing through Tuesday, April 27, 2010. There will be no class on Tuesday, March 16, 2009.

### **Topic/Project Presentation**

In groups of 3 to 4, students will locate an existing property or future project within Southern California for discussion in class. Students will be expected to create a Powerpoint, or equivalent, presentation for the class that should create a discussion that lasts approximately 5-10 minutes. The property/project can be residential, retail, office, industrial, or special purpose in nature. The presentation is worth a total of 50 points and will be graded both by the class and the instructor. The presentation could include: Images, map of the area, description of the asset, challenges/story, sources of demand (type and source of the users of the real estate), future or current competition (supply), factors for growth, emerging trends, market segment, and a conclusion (will the project be successful, what is necessary for success if in trouble, etc.).

### **Homework and Case Studies**

Throughout the semester five homework assignments will be distributed at the end of class. The student is expected to complete the assignments and turn them in by the next class.

### **Mid-Term Exam**

Students will be tested on class material via one mid-term. The focus on the mid-term will be on housing markets and analysis. Example problems and study guides will be distributed near the date of the exam to familiarize the student to test formats and expectations.

### **Final Exam**

Students will be tested on class material via one final exam. Example problems and study guides will be distributed near the date of the exam to familiarize the student to test formats and expectations.

### **Final Project**

The culminating learning experience of this class will be a project requiring groups of 3 or 4 to create a market study for a property to be provided by the instructor. Further details, deliverables, etc will be discussed later in the semester.

### **Participation & Attendance**

Lectures will take place once a week and attendance is mandatory. You should arrive on time and should not leave until class is dismissed. Students are expected to provide meaningful participation during class and, most importantly, to ASK QUESTIONS!

### **Disability Services**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP). A letter of verification for approved accommodations can be obtained from DSP. Please be sure that the letter is delivered to me as early in the semester as possible. DSP is located in STU 301; their phone number is 213-740-0776.

### **Academic Integrity**

The use of unauthorized material, plagiarism, communicating with fellow students during an examination, attempting to benefit from the work of another student, allowing another student to benefit from one's own work, and similar behavior that defeats the intent of an examination or other class work is unacceptable. Where a violation has occurred, the student will receive an F in the class and may be subject to disciplinary action at the University level. Examples of violations include (but are not limited to) copying off another student, allowing another student to copy off your paper, using a "cheat sheet" in any form during an exam, and refusing to stop when time is called.

**Week 1: January 12**

*Course Introduction and Overview*

- General Introduction
- Introduction to the course, syllabus and expectations
- Introduction to the Real Estate Industry. “Where to find a job?”
  - Developers, Builders, Financing, Consultants, Government
- State of the Real Estate Market
- Careers in Real Estate

**Week 2: January 19**

*Principles of Real Estate Market Analysis*

- Regional and Locational Analysis
  - Macro and Micro Drivers
  - Demographics
  - Trade
- The Property and Capital Markets
- Operation of Property Markets
- Rents & Prices

**Week 3: January 26**

*Land Development*

- GUEST LECTURER: TBD

**Week 4: February 2**

*For-Sale Housing*

- Single Family
- Condominiums

**Week 5: February 9**

*Multi-Family / Apartments*

**Week 6: February 16**

*Part 1 - Special Lecture: Real Estate Entrepreneurship*

*Part 2 - Housing Review for Midterm*

**Week 7: February 23**

**Mid Term (150 points) – Housing Focus**

**Week 8: March 2**

*Office & Medical Office*

**Week 9: March 9**

*Industrial and R&D*

**Week 10: March 16**

**NO CLASS – SPRING BREAK**

**Week 11: March 23**

*Retail*

**Week 12: March 30**

*Hotels, Resorts, & Timeshares*

**Week 13: April 6**

*Mixed-Use and Affordable Housing*

**Week 14: April 13**

*International Markets*

**Week 15: April 20**

*Final Project Presentations*

**Week 16: April 27**

*Course Review*

- Additional Presentations if Necessary
- Commentary on Presentations
- Exam Preparation
- Final Question and Answer Session

**Final Exam: May 11 (7-9pm)**