

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

V. INDUSTRY SEMINARS AND SPEECHES - SHORT TERM

I. Other Presentations In Which Either The Date And /
Or Sponsoring Organization Is Missing

5. Market Analysis/Urban Economics/Real Estate
Process

b. "Contemporary Real Estate Market
Research", (San Antonio paper), no date

CONTEMPORARY REAL ESTATE MARKET RESEARCH

PROPOSED OUTLINE OF SAN ANTONIO PAPER
AS SUGGESTED BY

JAMES A. GRAASKAMP

I. INTRODUCTION

A. Accelerated Evolution in Real Estate

1. Best use vs. fitting use
2. Feasibility vs. viability
3. Demography vs. psychographics
4. Product vs. prospects
5. User vs. decision-makers
6. Efficiency vs. ethics

B. Changing Philosophy and Definition of Marketing

1. The production concept
2. The product concept
3. The selling concept
4. The marketing concept
5. Societal marketing

C. Conceptual Models of Marketing

1. Historic five P's of marketing
2. Strategic concept
3. The Kotler concept
4. The Hunt structural framework
5. Urban land improvisations

II. THE CONTEMPORARY COUNTERPOINT TO
TRADITIONAL URBAN LAND MARKET RESEARCH

A. Macro/Micro Refers to the Level of Aggregation. Macro pertains to groups of customers and micro pertains to the firm.

B. Positive/Normative - separates what is (positive) from the ideal (normative).

C. Profit/Nonprofit - this dichotomy separates those firms whose main objective is profit from those who do not list profit among their stated objectives.

- D. The Kotler Matrix in Real Estate Terms
- E. The Provincial Terminology of Real Estate Market Research

III. RESTATEMENT OF REAL ESTATE MARKET RESEARCH
FORM AND FUNCTION

- A. Functional Requirements
- B. User Expectations
- C. Recent Developments in Technique (Classified with Kotler Matrix)
- D. University Education for Market Research
- E. Trade Education for Market Research
- F. The Effect of Public Planning Inputs on Market Research
- G. Market Research as key to Ethical and Efficient Land Use in the Future