

ABSTRACT

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PROPERTY MARKETING PROFESSIONAL WORK ACTIVITIES AT TRANSPARK BINTARO

Carrying out professional work is part of the graduation requirements at courses at Pembangunan Jaya University. Work experience in this profession for provide practical insight to practitioners related to the realities of the world of work. In its implementation, practitioners apply the knowledge they have acquired from the lecture environment in carrying out professional work duties. In this context, practitioners get the opportunity to undertake professional work in Transpark Bintaro in the marketing division. When carrying out professional work in Transpark Bintaro, practitioners actively contribute and are directly involved in Achieve company sales targets as a marketer. Task practice includes searching for quality databases, carrying out strategies product marketing, providing optimal service to customers, and handle post-sales service.

In carrying out professional work, practitioners gain an understanding in-depth and practical experience related to aspects of communication, marketing, and teamwork. Practitioners also always try to carry out responsibility with focus and thoroughness in providing services to customers.

Practitioners also get the opportunity to understand strategic roles property marketing, so that you can implement effective strategies to maximize sales value every month and increase power competitive.

Keywords: Communication, Marketing and Team Collaboration Aspect