COURSE NUMBER: RELE 1321

COURSE TITLE: REAL ESTATE MARKETING

COURSE DESCRIPTION:
A study of real estate professionalism and ethics; characteristics of successful salespersons; time management; psychology of marketing; listing procedures; advertising; negotiating and closing financing; an the Deceptive Trade Practices Act, Consumer Protection Act, and commercial Code. 3 credit hours. (W)

CREDIT HOURS: 3 LECTURE HOURS: 3

COLLEGE REPEAT POLICY: A student may repeat this course only once after receiving a grade, including “W”.

STUDENT LEARNING OUTCOMES:
After successful completion of this course, the student should be able to:

1.0 DEMONSTRATE A WORKING KNOWLEDGE MARKETING A HOME:
1.1 Explain the different types of listing agreements.
1.2 Describe how to prepare a comparative market analysis.
1.3 Discuss a listing presentation.
1.4 Discuss the Seller’s Disclosure of Property Condition
1.5 Demonstrate proper advertising techniques for home
1.6 Discuss internet advertising.
1.7 Discuss the purposes and methods of holding an open house.
1.7 Discuss the different closing techniques.
1.8 Differentiate between sales and marketing.
1.9 Discuss the role of technology in sales and marketing.
1.10 Describe how to develop a prospecting system.

2.0 DEMONSTRATE A WORKING KNOWLEDGE OF THE CHARACTERISTICS OF A SUCCESSFUL REAL ESTATE SALESPERSON.
2.1 List several characteristics of a successful real estate salesperson.
2.2 Discuss time management and its importance.
3.0  DEMONSTRATE A WORKING KNOWLEDGE OF TECHNOLOGY APPLICABLE TO REAL ESTATE SALES AND MARKETING

3.1  Locate information and the advertising rules on the Texas Real Estate Commission web site.
3.2  Locate and use various real estate brokerage and individual web sites.

ATTENDANCE POLICY:

A maximum of two class sessions (cumulative maximum of 8 hours) may be missed. Arriving late or leaving early will be counted against the allowable 8 hours. If you have missed more than 2 class sessions or 8 hours total you will receive a failing grade for the course.

You are responsible for finding out the materials missed and you must select a classmate to advise you of the materials you missed, any changes in schedule and to collect materials for you for the days that you are late or absent.

Withdrawing from a course is a formal procedure which must be done by the date stated on the first page. This must be done by the student. The instructor cannot do it for you. If you simply stop attending you will receive a failing grade for the course.

The last day to withdraw from this course is stated in the Collin Registration Guide and on the front page of this syllabus.

Religious Holy Days: please refer to the current Collin Student Handbook.

ADA STATEMENT:

It is the policy of Collin County Community College to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, State and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student’s responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD:972.881.5950) in a timely manner to arrange for appropriate accommodations.

ACADEMIC ETHICS:

The College District may initiate disciplinary proceedings against a student accused of scholastic dishonesty. Scholastic dishonesty includes, but is not limited to, statements, acts, or omissions related to applications for enrollment or the award of a degree, and/or the submission as one’s own work material that is not one’s own. Scholastic dishonesty may involve, but is not limited to, one or more of the following acts: cheating, plagiarism, collusion, use of annotated texts or teacher’s editions, and/or falsifying academic records.
**Plagiarism** is the use of an author’s words or ideas as if they were one’s own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation.

**Cheating** is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else’s work for assignments as if it were one’s own, or any other dishonest means of attempting to fulfill the requirements of a course.

**Collusion** is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student; providing an inappropriate level of assistance; communicating answers to a classmate during an examination; removing tests or answer sheets from a test site, and allowing a classmate to copy answers.