<table>
<thead>
<tr>
<th>Course Information</th>
<th>Instructor Information</th>
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<tbody>
<tr>
<td>Real Estate Marketing 1321-33430</td>
<td>Sharon Daniels Megginson</td>
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<tr>
<td>Spring/2015</td>
<td><a href="mailto:sddaniels@dcccd.edu">sddaniels@dcccd.edu</a></td>
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<tr>
<td>RELE-1321</td>
<td>469-454-8444 office/469-449-9924 fax</td>
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<tr>
<td>This is an online course.</td>
<td>By appointment only</td>
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**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; and the deceptive trade practice act, consumer protection act, and commercial code.

**Required:** The required textbook for this course is Real Estate Sales & Marketing, 3rd Edition by Johnnie Rosenauer and John Mayfield, Thomson South-Western Publishing, ISBN 0324222890.

*Note: A minimum of 9 hours per week should be devoted to course material outside of class time*

**Course Prerequisites**

A working knowledge of Microsoft Office.

**Disclaimer**

The instructor reserves the right to amend this syllabus as necessary.

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**Texas Core Objectives for Student Learning**

Students will develop the essential knowledge and skills they need to be successful in college, in a career, in their communities, and in life. In this course, the following skills are in focus.

1. **Critical Thinking Skills** - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. **Communication Skills** - to include effective development, interpretation and expression of ideas through written, oral and visual communication
3. **Empirical and Quantitative Skills** - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
4. **Teamwork** - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
5. **Personal Responsibility** - to include the ability to connect choices, actions and consequences to ethical decision-making
6. **Social Responsibility**: to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
7. **Reading**: reading at the college level means the ability to analyze and interpret a variety of printed materials—book, article and documents.
Student Learning Outcomes

1. Identify, define and illustrate important concepts in utilizing the internet in the sale and marketing of real estate.
2. Define real estate marketing terminology and use it in proper context.
3. Identify common types of problems and market opportunities related to the real estate sales process and relevant, practical solutions.
4. Identify and discuss important issues in the field of real estate sales and marketing.
5. Relate important practical aspects of real estate sales and marketing including issues related to goal-setting, sales advertising and communication, handling sales objections, and developing sales and marketing plan.

Exams and Assignments

Your grade for this course consists of a composite score from three Project Assignments, one Discussion Assignment and one RM-Final Exam which you will turn in to the Professor for grading.

Except as noted below, Quizzes/Exams may be taken over as many times as you want to improve your score. Each time you retake a Quiz/Exam, your previous score will be deleted.

* Project 1A covers Chapters 1-4 of the text. It is to be completed after you have completed Reading Assignment 1. Your best grade on this project assignment would be 250 points.

* Discussion Assignment covers Chapter 1 of the text. It is to be taken after you have completed Reading Assignment 1. Your best grade on this quiz would be 200 points.

* Project 2 covers Chapters 5-9 of the text. It is to be taken after you have completed Reading Assignment 2. Your best grade on this assignment would be 200 points.

* Project 3 covers Chapters 10-13 of the text. It is to be taken after you have completed Reading Assignment 3. Your best grade on this assignment would be 150 points.

* The last assignment for this course is RM-Final Exam. It is to be taken after you have completed Reading Assignments 1-3. Your best grade on this RM-Final Exam would be 200 points.

Once you begin taking a quiz, you must complete it.

You may use your text and notes as resources when taking a quiz.

Please do not consult anyone while you are taking a quiz. If you do not test alone, you are cheating yourself and reducing your chances of passing the TREC license exam.
Evaluation Procedures

Your Final Course Grade is based on earning a maximum of 1000 points.

- Up to 250 points come from Project 1,
- Up to 200 points from Discussion Assignment,
- Up to 200 points from Project 2,
- Up to 150 points from Project 3,
- Up to 200 points for the RM-Final Exam for a total of 1000 possible points.

Grading Scale

A - 900 to 1000 points  
B - 800 to 899 points  
C - 700 to 799 points  
D - 600 to 699 points  
F - less than 600 points

Stop Before you Drop

For students who enrolled in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop.

You may drop no more than six courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions.

Remember that once you have accumulated six non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access:

http://www.dcccd.edu/Why/Reg/Registration/Pages/default.aspx

Withdrawal Policy

If you are unable to complete this course, it is your responsibility to withdraw formally. The withdrawal request must be received in the Registrar’s Office by (semester’s drop date). Failure to do so will result in your receiving a performance grade, usually an “F.” If you drop a class or withdraw from the college before the official drop/withdrawal deadline, you will receive a “W” (Withdraw) in each class dropped. See institutional policies for additional information on withdrawals.

Attendance Policy

None. This is an online course.

Emergency Closings

Sign up for DCCCD Emergency Alerts to receive a text-message, e-mail and/or phone call when there is an unscheduled evacuation or closure of a DCCCD campus or office because of weather closures, utility outages, police or other emergencies. Subscribing is free, but standard text message charges from your cell phone provider will apply. Please refer to:

http://www.dcccd.edu/current%20students/student%20services/emergalert s/Pages/default.aspx

Classroom Policies

None. This is an online course.

Course Outline

For maximum success in this course you should spend a minimum
of 9 hours per week working on course material.

You may choose to use the one-month or one-week schedule shown on the Course Information page of your online course, or you may create a schedule more suitable to your schedule. Please **Pace Yourself!!** Be sure that all work is completed by the end date of the course.

QUALITY ENHANCEMENT PLAN
Cedar Valley College's Quality Enhancement Plan is designed to improve student learning in mathematics. Read more about our QEP at: [http://www.cedarvalleycollege.edu/QEP/default.aspx](http://www.cedarvalleycollege.edu/QEP/default.aspx)

INSTITUTIONAL POLICIES

Academic Advising  
Academic Advising is a collaborative educational process whereby students and their advisors are partners in meeting the students' academic, personal, and career goals. This partnership is a process that is built over the student’s entire educational career at Cedar Valley College.

Educational planning is available to all students. First time in college students must meet with academic advisors prior to enrolling in classes; however, continuing students may choose to see faculty advisors, faculty counselors, and/or program coordinators after classes begin. All parties have clear responsibilities for ensuring a successful partnership. For more information, you may access: [https://www.cedarvalleycollege.edu/FutureStudents/StudentServices/AcademicAdvising/Pictures/AdvisingSyllabus.pdf](https://www.cedarvalleycollege.edu/FutureStudents/StudentServices/AcademicAdvising/Pictures/AdvisingSyllabus.pdf)

Academic Honesty  
Academic honesty is expected, and integrity is valued in the Dallas County Community Colleges. Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion.

ADA Statement  
If you are a student with a disability and/or special needs who requires accommodations, please contact the college Disability Services Office at 972-860-8119.

Emergency Alert  
Sign up for DCCCD Emergency Alerts to receive a text-message, e-mail and/or phone call when there is an unscheduled evacuation
or closure of a DCCCD campus or office because of weather closures, utility outages, police or other emergencies. Subscribing is free, but standard text message charges from your cell phone provider will apply. Please refer to: http://www.dcccd.edu/SS/OnlineSvs/EmergAlerts/Pages/default.aspx

Financial Aid

Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

Health Center Services

Basic first aid for minor cuts, scrapes, insect stings, and heat, etc.

- Over-the-counter medications for headaches, fever, seasonal allergies, and colds
- Over-the-counter medications for mild allergic reactions
- Emergency sanitary pads
- Blood Pressure check
- Coordination with outside health agencies such as Carter Blood Care; Dallas County Health Dept. (HIV/STD testing--free, twice a semester); UT Southwestern mobile mammography; Immunizations once a month for children <19 y.o. from the DCDHHS; Agape Massage; and Employee Wellness Screening
- Rest area for stress relief, migraine headaches, post seizure activity
- AED (Automatic External Defibrillator) for CPR
- Confidential "talks"
- Assists with health related club activities when asked and time permits

Religious Holidays

Absences for observance of a religious holy day are excused. A student whose absence is excused to observe a religious holy day is allowed to take a make-up examination or complete an assignment within a reasonable time after the absence.

Repeating this Course

Effective for Fall Semester 2005, the Dallas County Community Colleges will charge additional tuition to students registering the third or subsequent time for a course. This class may not be repeated for the third or subsequent time without paying the additional tuition. Third attempts include courses taken at any of the Dallas County Community Colleges since the fall 2002 semester. More information is available at:
Student Code of Conduct
As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog. More information is available at:
https://www1.dcccd.edu/catalog/ss/code.cfm?loc=CVC

Tutoring Services
Cedar Valley physical location for tutoring:
Room: C206
Phone: 972-860-2974

Hours:
Monday – Thursday: 8:00 a.m. to 7:00 p.m.
Saturday: 10:00 a.m. to 2:00 p.m.
Friday and Sunday: CLOSED

Cedar Valley online tutoring:
Check the Cedar Valley web page for information concerning “online tutoring”.
Click on Cedar Valley College, then put “online tutoring” into the Search bar.