Course Information

Real Estate Marketing
Spring 2017
RELE-1321-33430
This is an online course.
Dr. Ruben Johnson, DM/Business & Technology Division

Instructor Information

Sharon Daniels Megginson
sddaniels@dcccd.edu
469-454-8444 office/469-449-9924 fax
972-860-8161 (Office) Room B201

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.


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.

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.

### CVC Learning Signatures

CVC’s Learning Signature is One College Transforming Lives. Cedar Valley College establishes clear **expectations** for students through **engagement** and **empowerment** leading to **excellence**.

**CVC Faculty and Staff expect students to:**
- take responsibility for their own learning
- commit to achieving high academic performance
- be meaningfully engaged in the campus community

**CVC Faculty and Staff expect to:**
- provide students a clear pathway of instruction
- establish clear learning outcomes
- serve as role models and mentors for students

### 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.**

### Principles of Sustainability

*Principles of Sustainability* are introduced to students by identifying an online environment that enables students to deliver their correspondences and assignments by email without requiring any printing.

### 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 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

**Service Learning**

The College offers a Service Learning Program that allows students to earn recognition for hours worked in a volunteer program with a local organization. See the Cedar Valley College web site for additional information. [http://www.cedarvalleycollege.edu/CommunityMembers/Lists/WebPages/DispForm2.aspx?List=4910a51c%2D65b2%2D4293%2D9ecd%2D5f5aa383b44d&ID=17](http://www.cedarvalleycollege.edu/CommunityMembers/Lists/WebPages/DispForm2.aspx?List=4910a51c%2D65b2%2D4293%2D9ecd%2D5f5aa383b44d&ID=17)

**Stop Before you Drop** Under a Texas law (TEC Section 51.907), if you drop too many classes without having an acceptable reason, your GPA could be affected. Be sure you understand how this law may affect you before you drop a class.

The law applies to students who enroll in a Texas public institution of higher education (including the colleges of DCCCD) for the first time in fall 2007 or later. Under this law, you may not drop more than six classes without an acceptable reason during your entire undergraduate career without penalty. For more information, please see our **catalog** or read **Facts About Dropping Classes**.

If you drop or withdraw before the official drop/withdrawal deadline, you will receive a grade of W (Withdraw) in each class dropped until the seventh unacceptable drop. You will earn a grade of WF for the seventh unacceptable
drop, and each unacceptable drop after that. A grade of WF will be calculated in your GPA as an F.

The deadline for receiving a W is indicated on the academic calendar and the current class schedule.

For more information, you may access:
http://www.dcccd.edu/Why/Reg/Registration/Pages/DropWithdraw.aspx

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:
http://www.dcccd.edu/PC/Cost/3rdCrseAttmpt/Pages/default.aspx

Attendance Policy
This is an online course. All coursework must be completed by the course end date.

Financial Aid Certification of Attendance
You must attend and participate in your on-campus or online course(s) in order to receive federal financial aid. Your instructor is required by law to validate your attendance in your on-campus or online course in order for you to receive financial aid. You must participate in an academic related activity pertaining to the course such as but not limited to the following examples: initiating contact with your instructor to ask a question about the academic subject studied in the course; submitting an academic assignment; taking an exam; completing an interactive tutorial; participating in computer-assisted instruction; attending a study group that is assigned by the instructor; or participating in an online discussion about academic matters relating to the course. In an online class, simply logging in is not sufficient by itself to demonstrate academic attendance.

You must demonstrate that you are participating in your online class and are engaged in an academically related activity such as in the examples described above by the third day of class.

Classroom Policies
None. This is an online course.

Tutoring Services
All tutoring is available on a "drop in" basis; however, if you would like to make an appointment for a specific time, please call 972-860-2974. We encourage you to make an appointment for all written assignments. During each visit to the center, you will use your student ID# to sign in and out on our computer at the front desk. More information is available at:
http://www.cedarvalleycollege.edu/FutureStudents/StudentServices/TutoringServices/default.aspx
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

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.

We encourage you to meet with an advisor early during registration so you will have plenty of time to plan a schedule that works for you. Academic Advisors are located in building “L”, and can be reached at (972) 860-0806.

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

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. See Also Student Code of Conduct. https://www1.dcccd.edu/catalog/ss/code.cfm?loc=CVC

Academic dishonesty includes, but is not limited to, cheating on tests, plagiarism and collusion. Cheating includes copying from another student’s test or homework paper, using materials not authorized, collaborating with or seeking aid from another student during a test, knowingly using, buying, selling, stealing, or soliciting the contents of an un-administered test, and substituting for another person to take a test. Plagiarism is the appropriating, buying, receiving as a gift, or obtaining by any means another’s work and the unacknowledged submission or incorporation of it in one’s own written work. Collusion is the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements. Academic dishonesty is a serious offense in college. You can be given a failing grade on an assignment or test, can be failed for the class, or you can even be suspended from college.

In any written paper, you are guilty of the academic offense known as plagiarism if you partially or entirely copy the author’s sentences, words. For such an offense, a student will receive a zero on the assignment and can receive an F for the course. You cannot mix the author’s words with your own or “plug” your synonyms into the author’s sentence structure. To prevent unintentional borrowing, resist the temptation to look at the source as
you write. The author’s words, phrases, sentences must be put in your words, in your way of writing. When you do this, you are demonstrating the ability of understanding and comprehension. If you summarize, paraphrase or directly quote from an author, you must use the appropriate documentation because the ‘idea(s)’ still belong to the author.

Please be advised that academic dishonesty and plagiarism are serious issues that may result in serious consequences. Students should be aware that they are responsible for their behavior concerning these issues. This class will adhere to the student’s “Responsibility” as detailed in the DCCCD district-wide statement and the Richland College Student Code of Conduct explained in the Richland College and district catalogs or on-line at the district website (https://www1dcccd.edu/cat0608/ss/code.cfm).

**Consequences for Academic Dishonesty and/or Plagiarism:** Any student in this Real Estate Marketing class found guilty of cheating on an examination or of Plagiarism (using the definitions given for both terms in the attached document, student “Responsibility”) will receive one or more of the following penalties:

- The grade of zero (0) on that particular assignment.
- A course grade of F (depending on the severity of the student’s dishonesty or plagiarism).
- The professor may request that the student drop the class.

The **Office of Institutional Equity**, in coordination with DCCCD colleges, has the primary responsibility for reviewing, updating and implementing compliance policies and procedures. The Institutional Equity and Compliance Officer and the Office of Institutional Equity will ensure compliance with College District policies, federal and state laws related to sexual assault, Title IX, Title II (Americans with Disabilities Act) and the Military Veterans Full Employment Act to support diversity and inclusion.

**Students with Disabilities:**
If you are a student with a disability and/or special needs, or if you think you may have a disability, please contact the college Disability Services Office (DSO). Please note that all communication with DSO is confidential. If you are eligible for accommodations, please request that the DSO send your accommodation letter to me as soon as possible (students are encouraged to contact DSO at the beginning of the semester). For more information regarding the College Disability Services Office, please visit the Student Services website: dcccd.edu/DSO Offices or contact DCCCD Office of Institutional Equity at (214) 378-1633.

**College Disability Services Offices**

Brookhaven 972-860-4673  
Cedar Valley 972-860-8119  
Eastfield 972-860-8348  
El Centro 214-860-2411  
Mountain View 214-860-8677  
North Lake 972-273-3165  
Richland 972-238-6180

**A Note on Harassment, Discrimination and Sexual Misconduct**

We are committed to assure all community members learn and work in a welcoming and inclusive environment. Title VII, Title IX and DCCCD policy prohibit harassment, discrimination and sexual misconduct. If you encounter harassment, sexual misconduct (sexual harassment, sexual assault, stalking, relationship violence, stalking), retaliation or discrimination based on race, color, religion, age, national origin, disability, sex, sexual orientation, gender identity, and/or gender expression, please contact your College Title IX Coordinator or the Office of Institutional Equity. We treat this information with the greatest degree of confidentiality possible while also ensuring student welfare and college safety.

We are concerned about the well-being and development of our students, and are available to discuss any concerns. There are both confidential and non-confidential resources and reporting options available to you. If students wish to keep the information confidential, please contact the college Counseling or Student Health Services. As required by DCCCD policy, incidents of discrimination and/or sexual misconduct shared with faculty will be reported to the College Title IX Coordinator or District Title IX Coordinator. The Title IX Coordinator will contact the student and determine if further investigation is needed.
For more information about policies, resources or reporting options, please contact your college Title IX Coordinator or visit www.dcccd.edu/titleIX.

College Title IX Coordinators

<table>
<thead>
<tr>
<th>College</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brookhaven</td>
<td>Terri Edrich</td>
<td><a href="mailto:TitleIX-BHC@dcccd.edu">TitleIX-BHC@dcccd.edu</a></td>
<td>972-860-4825</td>
</tr>
<tr>
<td>Cedar Valley</td>
<td>Grenna Rollings</td>
<td><a href="mailto:TitleIX-CVC@dcccd.edu">TitleIX-CVC@dcccd.edu</a></td>
<td>972-860-8181</td>
</tr>
<tr>
<td>Eastfield</td>
<td>Rachel Wolf</td>
<td><a href="mailto:TitleIX-EFC@dcccd.edu">TitleIX-EFC@dcccd.edu</a></td>
<td>972-860-7358</td>
</tr>
<tr>
<td>El Centro</td>
<td>Shanee’ Moore</td>
<td><a href="mailto:TitleIX-ECC@dcccd.edu">TitleIX-ECC@dcccd.edu</a></td>
<td>214-860-2138</td>
</tr>
<tr>
<td>Mountain View</td>
<td>Regina Garner</td>
<td><a href="mailto:TitleIX-MVC@dcccd.edu">TitleIX-MVC@dcccd.edu</a></td>
<td>214-860-8561</td>
</tr>
<tr>
<td>North Lake</td>
<td>Kent Seaver</td>
<td><a href="mailto:TitleIX-NLC@dcccd.edu">TitleIX-NLC@dcccd.edu</a></td>
<td>972-273-3430</td>
</tr>
<tr>
<td>Richland</td>
<td>Bill Dial</td>
<td><a href="mailto:TitleIX-RLC@dcccd.edu">TitleIX-RLC@dcccd.edu</a></td>
<td>972-238-6386</td>
</tr>
<tr>
<td>Dallas Colleges Online</td>
<td>Le’Kendra Higgs</td>
<td><a href="mailto:TitleIX-LEC@dcccd.edu">TitleIX-LEC@dcccd.edu</a></td>
<td>972-669-6672</td>
</tr>
</tbody>
</table>

District Title IX Coordinator

| Office of Institutional Equity | LaShawn Grant | TitleIX-District@dcccd.edu | 214-378-1633 |

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
• Student Health101, e-magazine
  http://readsh101.com/go2cedarvalleycollege.html
• 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.