

Course Syllabi
RELE 1221 Real Estate Marketing

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CLASS TIME: 5:30-7:20 PM Thursday
CLASSROOM: LBC 121

COURSE DESCRIPTION: This course covers characteristics of real estate investments. It includes techniques of investment analysis, time-valued money discounted and non-discounted investment criteria, leverage, tax shelters, depreciation and application to property tax.

COURSE OBJECTIVES: The student will compute financial projections using cash flow analysis and internal rates of return and estimate appreciation; determine the advantages and disadvantages of commercial investments; and utilize the different tax rates in calculating ad valorem.

TEXTBOOKS AND MATERIALS: Students will need a copy of Sales and Marketing 101 for Real Estate Professionals, 4th Edition. ISBN: 9781078801300. Please verify the book purchased is the correct edition. A financial calculator is needed for this class.

GRADING: Late assignments will not be accepted without prior approval (before the due date) and only for good cause. Grade equivalents: 90 to 100% = A; 80 to 89% = B; 70 to 79% = C; 60 to 69% = D; below 60% = F.

Exams	70%
Final Exam	30%
	100%

WITHDRAWAL FROM COURSE:

Should the student find reason to drop this course, it is his/her responsibility to do so.

EXAMINATION POLICY: There will be multiple examinations, including a final examination. All exams will be composed of objective (multiple choice and/or true/false) questions. The final examinations may be in essay format. Extra credit may be given at the instructor's discretion. The instructor will give assessments and engage in conversation related to real estate industry to gauge student success and to help foster a positive learning environment.

ASSIGNMENTS: Students are expected to attend class having **previously read the assigned chapters** and having completed all of the required assignments. Students should be prepared to discuss the readings assigned.

ATTENDANCE: Attendance is required as this course is **IN-PERSON face-to-face instruction**. Roll will not be taken. However, your attendance will impact your grade as all assignments cannot be made up. Pay close attention to the **READING SCHEDULE** to stay abreast of lecture and exam dates.

EXTRA CREDIT: Extra credit may be given at the instructor's discretion.

CLASSROOM ETIQUETTE: Real Estate agents will want to conduct themselves in a professional capacity once in the work force. Reputation and client service are keys to success in this business. Thus, classroom interactions will require the same level of professionalism, if not more. Classroom discussion is highly encouraged and a requirement for participation. That being said, respect for the opinions and views of others is imperative. Disruptive or unprofessional behavior in class is grounds for a student to be removed from the classroom and dropped from the course without notice. **NO EXCESSIVE WALKING OR TALKING ARE ALLOWED.**

CELL PHONES: Cell phones **must be muted** during all classroom interaction. Texting during class is prohibited. Violation of this policy may result in the student being removed from the classroom and dropped from the course.

COMPUTERS: Laptop computers can be used during class. They are to be used for educational enhancement for the course that is in session.

4.0 INSTRUCTIONAL POLICIES AND RESPONSIBILITIES

4.1 Course Syllabi

The syllabus for each course should be reviewed annually and revised as appropriate by the faculty. Instructors are encouraged to think and plan course and units of instruction, i.e., content, methods of presentation, teaching aids, student roles and tests in terms of student behavioral objectives. Student participation in planning, where practical, and their orientation about course plans tend to enhance course relevancy. Copies of syllabi should be filed with the department chairperson and the appropriate dean.

4.1.1 Syllabus Statements

Each syllabus should include the following Diversity Statement, Disabilities Statement, Non-Discrimination Statement and Title IX Pregnancy Accommodations Statement appropriate to the location of the course.

4.1.1.1. Diversity Statement

In this class, the teacher will establish and support an environment that values and nurtures individual and group difference and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

4.1.1.2. Disabilities Statement

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Lubbock Centers (located at the Lubbock Downtown Center) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

4.1.1.3 Non-Discrimination Statement

South Plains College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Affairs, South Plains College, 1401 College Avenue, Box 5, Levelland, TX 79336. Phone number 806-716-2360.

4.1.1.4 Title IX Pregnancy Accommodations Statement

If you are pregnant, or have given birth within six months, Under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Health and Wellness Center. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact the Health and Wellness Center at 806-716-2529 or email dburleson@southplainscollege.edu for assistance.

4.1.1.5 OPTIONAL STATEMENT - Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations and Frequently Asked Questions, please refer to the Campus Carry page at: <http://www.southplainscollege.edu/campuscarry.php>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

COVID POLICY

The following statement should be included in all course syllabi for face-to-face and hybrid instruction options:

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or test for COVID-19.

- Cough, shortness of breath, difficulty breathing
- Fever or chills
- Muscles or body aches
- Vomiting or diarrhea
- New loss of taste and smell

Please also notify DeEtte Edens, BSN, RN, Associate Director of Health & Wellness, at dedens@southplainscollege.edu or 806-716-2376. Proof of a positive test is required. A home test is sufficient but students must submit a photo of the positive result. The date of test must be written on the test result and an ID included in the photo. If tested elsewhere (clinic, pharmacy, etc.), please submit a copy of the doctor's note or email notification. Results may be emailed to DeEtte Edens, BSN, RN at dedens@southplainscollege.edu.

A student is clear to return to class without further assessment from DeEtte Edens, BSN, RN if they have completed the 5-day isolation period, symptoms have improved, and they are without fever for 24 hours without the use of fever-reducing medication.

Students must communicate with DeEtte Edens, BSN, RN prior to their return date if still symptomatic at the end of the 5-day isolation.