

**Course Syllabi**  
**RELE 1221 Real Estate Marketing**

SEMESTER: Fall 2019  
PROFESSOR: Tyler Chaney  
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CLASS TIME: 7:30-9:20 PM Thursday  
CLASSROOM: LBC 121

**COURSE DESCRIPTION:** This course covers elements of real estate sales and marketing imperative to success as a sales agent. The course will cover how to effectively solicit and close buyers, sellers, and discuss lead capture to close systems and strategies agents use on a daily basis.

**COURSE OBJECTIVES:** The student will demonstrate a working knowledge of the key areas and job duties of the Texas sales agent. Ways in which to effectively and timely market real property in Texas. General knowledge of typical practices and procedures that agents should follow in order to succeed while in business.

**TEXTBOOKS AND MATERIALS:** The professor will utilize "Sales and Marketing 101", 3<sup>rd</sup> edition by Grover for this class. ISBN: 9781475434354. The instructor will also use handouts and supplemental information to be given to the students.

**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.

|                               |            |
|-------------------------------|------------|
| Listing Packet                | 15%        |
| Buyer Packet                  | 15%        |
| Lead Generation Portfolio     | 25%        |
| Client Presentation           | 25%        |
| Professional Packet/ Elevator | 10%        |
| Active Participation          | <u>10%</u> |
|                               | 100%       |

**EXAMINATION POLICY:** From time to time the instructor may elect to give pop quizzes to assess student preparedness and preparation. No formal examinations will be given for the class.

**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:** Students are expected to regularly and timely attend class. Excessive absences (more than 3) may result in the student being dropped from the course without notice. Please refer to the student handbook for more information.

**CLASSROOM ETIQUETTE:** Real Estate agents will want to conduct themselves in a professional capacity once in the work force. Reputation and client service is the key 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.

**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.

**ADA 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 Center 806-716-2577, Reese Center (also covers ATC) Building 8: 806-716-4675, Plainview Center Main Office: 806-716-4302 or 806-296-9611, or the Health and Wellness main number at 806-716-2529.

## **Lubbock Center Campus Guidelines**

**CHILDREN ON CAMPUS:** Many of the students attending classes at South Plains College are also parents who value the opportunity to participate in higher education. Sometimes students are faced with the decision of whether to remain at home with their children, bring children with them to class, or be absent from class. The following guidelines address concerns for the safety of children on campus and provide for an environment conducive to learning:

1. Students are not allowed to bring children to class and will be asked to leave in the interest of providing an environment conducive for all students enrolled in the class. Students are responsible for adherence to the attendance requirements set forth by the instructor in the course syllabus.
2. Children may not be left unattended. In order to provide for the safety of children on campus, parents or other guardians are responsible for supervising children while utilizing services or conducting business on campus.
3. Disruptive children will not be allowed to interfere with college business. Parents or other guardians are responsible for supervising and controlling the behavior of children they have brought on campus.

**DIVERSITY STATEMENT:** In this class, the teacher will establish and support an environment that values and nurtures individual and group differences 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.

(\*Developed by the Title III summer 2001 participants as part of the training opportunity, May-June 2001, South Plains College).

**GENERAL SAFETY ON CAMPUS:** South Plains College recognizes the importance of safety on campus. The protection of persons and property is a responsibility, which we all share. Personal safety begins with the individual. The following guidelines are intended to assist you in protecting yourself and to encourage practices that contribute to a safe environment for our campus community.

- Never leave your personal property unsecured or unattended.
- Look around and be aware of your surroundings when you enter and exit a building.
- Whenever possible, avoid walking alone, particularly after dark. Walk to your vehicle with other class members or request that the Security Guard walk you to your car.
- When approaching your vehicle, keep your keys in your hand; look under your car and in the back seat and floorboard. Lock the doors as soon as you are inside your car.