

Course Syllabus
RELE 1221 Real Estate Marketing

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OFFICE HOURS: As posted.
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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: Grade equivalents: 90 to 100% = A; 80 to 89% = B; 70 to 79% = C; 60 to 69% = D; below 60% = F. The two lowest exam grades will be dropped.

Exams	70%
Final Exam	30%
	100%

WITHDRAWAL FROM COURSE:

The last day to withdraw/drop with a grade of "W" is **November 30th**. It is the student's responsibility to withdraw from this course. Otherwise, students will be assigned their earned letter grade at the end of the course. Course averages will be updated twice each week, and guidance will be provided throughout the term to help students decide whether they need to drop the class or not. For more information regarding drops/withdrawals, please visit <https://www.southplainscollege.edu/admission-aid/apply/schedulechanges.php>.

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. **NO MAKE-UP EXAMS WILL BE GIVEN UNDER ANY CIRCUMSTANCES.**

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.

The first in-person class is Thursday, September 14th, 2023. Please refer to the Reading Schedule for chapters to read for Tuesdays, August 31st and September 7th (as these two class days will not meet in person).

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.

Intellectual Exchange Statement

In South Plains College courses, the instructor 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 intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

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.

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.

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.

CARE (Campus Assessment, Response, and Evaluation) Team

South Plains College is committed to ensuring the safety, health, and well-being of its students and community. To support its campus community SPC has a CARE Team. This is a dedicated group of campus professionals responsible for assessing and responding to students who could benefit from academic, emotional, or psychological support, as well as those presenting risk to the health or safety of the community. If you see someone experiencing challenges, appearing distressed, posing a threat to their safety or someone else's safety, or causing a significant disruption to the SPC community, please submit a CARE Team referral. You may also submit a referral for yourself if you would like additional support. NOTE: In cases where a person's behavior poses an imminent threat to you or another, contact 911.

Campus Concealed Carry Statement

Texas 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-19: For information and resources about COVID-19. Here is the link: <https://www.southplainscollege.edu/emergency/covid19-faq.php#>

For information regarding official South Plains College statements about diversity, disabilities, non-discrimination, Title V Pregnancy Accommodations, and Campus Concealed Carry, please visit: <https://www.southplainscollege.edu/syllabusstatements/>