

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: Grading is based on lecture participation and attendance. Formal assignments will not be given, but group work, negotiations and simulated experiences will be utilized to gauge student preparedness.

ATTENDANCE: Attendance will be tracked for purposes of gauging student success. While the student will not be penalized for absences during the Covid-19 pandemic, it is advised the student make all meetings when possible.

FASK MASK REQUIREMENTS FOR ON CAMPUS INSTRUCTION OR VISITS: It is the policy of South Plains College for the Fall 2020 semester that as a condition of on campus enrollment, all students are required to engage in safe behaviors to avoid the spread of COVID-19 in the SPC community. Such behaviors specifically include the requirement that all students properly wear CDC-compliant face coverings while in SPC buildings including in classrooms, labs, hallways, and restrooms. Failure to comply with this policy may result in dismissal from the current class session. If the student refuses to leave the classroom or lab after being dismissed, the student may be referred to the Dean of Students on the Levelland campus or the Dean/Director of external centers for Student Code of Conduct Violation.

Drops and Withdrawals: Dropping a course: Students should submit a Student Initiated Drop Form online. Students will not be required to obtain an instructor signature to drop; however, we do encourage students to communicate with instructors or advisors prior to dropping a course when they are able. There will be no charge for drops for the fall 2020 or spring 2021 semesters.

Withdrawing from all classes: If a student wishes to withdraw from all courses, they should initiate that process with the Advising Office. They can schedule an appointment with an advisor by visiting <http://www.southplainscollege.edu/admission-aid/advising/spcadvisors.php> or by calling 806-716-2366.

Students who stop attending a class should go through the procedure for dropping a course; otherwise they may be administratively withdrawn for lack of attendance and their record will show an "X" or "F" instead of a "W." Failure to follow college policy by withdrawing according to this procedure will be reflected on a student's transcript by the presence of "X" or "F" marks, as determined by the instructor. It is the student's responsibility to verify administrative drops for excessive absences through his or her student online account with Campus Connect.

A mark of "W" will be given for student-initiated drops or withdrawals that occur prior to and through "The Last Day to Drop" as indicated in the online academic calendar.

A student who quits attending class and is administratively withdrawn from class will receive a grade of "X" or "F" as determined by the instructor through "The Last Day to Drop" as indicated in the online academic calendar.

A student administratively dropped by the instructor may be reinstated, with the approval of the appropriate instructor. A student must initiate a request for reinstatement within seven (7) calendar days of the official date of drop by personally contacting the course instructor.”

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.

COMPUTERS: Laptop computers may not be used during class. If the need arises, for computer use, the instructor will notify you in advance.

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).