

School of Professional Studies
College of Education and Behavioral Sciences
Western Kentucky University

RE 172 C: Real Estate Marketing

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| Instructor: Said Ghezal Room: GRH 218 Office Hours: By appointment Phone: Office: 745-4285 Email Address: said.ghezal@wku.edu |
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Course Description: the course covers the marketing concept as it relates to the real estate business. Sales and marketing, marketing research, pricing and marketing plans, technology used in real estate marketing, and real estate ethics and closing processes are covered.

Course Objectives:

Upon completion of this course, student will be able to:

- Demonstrate understanding of the concept of real estate marketing.
- Demonstrate foundational knowledge of real estate marketing tools and strategies.
- Demonstrate competency in the technology used by real estate marketers.

Textbook:

Grover, Chris (2016). Sales and Marketing 101 for Real Estate Professionals 3rd Edition.
Dearborn Real Estate Education.

Rules for Success:

1. Timely Completion of all assigned course-work;
2. Online etiquette.

Grading:

| Percentage Grade | Letter Grade |
|---------------------------------|--------------|
| 90% to 100% (450 to 500 points) | A |
| 80% to 89% (400 to 449 points) | B |
| 70% to 79% (350 to 399 points) | C |
| 60% to 69% (300 to 349 points) | D |
| Below 60% (below 300 points) | F |

| Assignment | Grade |
|------------|-------|
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| Blackboard Assignments (5 modules) | 100 points (5 @ 20 points each) |
| Written Assignments | 150 points (3 @ 50 points each) |
| Module tests | 250 points (5 @ 50 points each) |
| Total | 500 points |

Assignments:

1. Blackboard assignments are exercises that emphasize the readings concepts. There is an assignment for each module.
2. Written assignments target important topics. There are 3 assignments. These assignments reinforce your understanding of the reading concepts. A grading rubric for written assignment is posted on Blackboard.
3. Module tests are multiple-choice tests that gauge your learning. You will have 40 minutes for each test. Each test consists of 25 multiple-choice questions.

Blackboard Case Studies and Grading Rubric:

- The discussion questions provide students with a context to:
 - Demonstrate written communication skills;
 - Apply critical thinking skills;
 - Develop and enhance problem-solving skills;
 - Evaluate one's learning.
- Grading Rubric

| Assignment | Quality | Grade |
|------------------------|--|----------------|
| Blackboard Assignments | Substantial answers that draw from documented sources. Please refer to the guidelines for analyzing case studies posted on Blackboard and make sure you include authoritative literature to justify your position. | 20 points each |

Plagiarism:

To represent written work taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his/her own work. One must credit the source from which material was borrowed.

Cheating:

No student shall receive or give assistance not authorized by the instructor in taking an examination or in the preparation of an essay, problem assignment or other project, which are submitted for purposes of grade determination. If you are caught cheating, you will fail this class.

Special Note:

In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Student Accessibility Resource Center. The SARC telephone number is (270)745-5004; TTY is (270)745-3030. Per university policy, please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Student Accessibility Resource Center.