

# Real Estate Marketing

## RELE-3701

Fall 2021 Section 02 3 Credits 08/11/2021 to 12/10/2021 Modified 07/26/2021

### Description

A basic survey of how ethical selling integrates into modern business & real estate transactions. This course emphasizes selling as a profession, development, and implementation of sales techniques, managing time, and selling your ideas. Experimental exercises and video feedback techniques are used throughout the course.

#### Requisites

Prerequisites:

GPA 2.00 or above required 2.00 and College of Business Maj-Minor 1 and Richards Col Upper Division RCUD

Corequisites:

### Contact Information

James H. Burton, Ph.D.

Office #362 Richards Hall; Cell 678.378.0384.

Office Hours: Wednesday 3:00–5:30 pm; and by appointment.

### Meeting Times

Class meets Wednesdays at 5:30 pm, beginning August 11, 2021, in Room 102 of Roy Richards Sr. Hall.

### Materials

**Required Texts:** Futrell, et. al., ABC's of Relationship Selling, 13th edition, McGraw-Hill, 2019.

### Outcomes

The **GOALS** of the class are:

1. To learn more about selling by YOU reading & studying the textbook (BBA 3).
2. To learn more about selling by YOU taking the Chapter quizzes (BBA 3). c. To present basics of text with PowerPoint (BBA 1, 3, 6).
3. To test your learnings with two cognitive tests (BBA 1, 2, 3, 6).
4. To practice selling by doing a sales presentation (BBA 1, 2).
5. To learn more about win/win negotiating strategies (BBA 5, 6).
6. To improve self-awareness and understand personal dynamics (BBA 5, 6). h. To enhance self-confidence (BBA 1, 5, 6).

### Evaluation

Grading

1. **Attendance** - 5 points will be subtracted from overall grade average for each class missed unless a verifiable medical report is provided to the Professor in advance; continual tardiness will also result in reduced grade points.
2. **Sales Presentations: 20%-25% each** - By enrolling in this class you agree that Dr. Burton may grade your sales presentations in any manner that he selects. Pop quizzes may also be given to test your reading assignments.
3. **Average of Chapter quizzes: 20%-25%**
4. **Two cognitive tests: 20%-25% each.**
5. **Comprehensive or experiential Final Exam: 0% to 25%.**

By enrolling in this class, you hereby agree to study the textbook, complete the chapter quizzes on time, study the handouts, and complete ALL homework assignments.

## Criteria Breakdown

### Assignments

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#### Teaching Methods

Classes will be conducted as a mixture of lecturettes and structured experiences, each having specific learning objectives. Guest lecturers and facilitators will be invited when appropriate. Feedback techniques, including video equipment, will be used extensively. Internet service and computer camera are required. Quizzes will be monitored using LockDown Browser & Respondus Monitor that require a computer with camera; please call me promptly if you do not have a computer with camera to use. If you fail to follow the specific directions for LockDown Browser & Respondus Monitor on a quiz or test, you may receive a zero grade. Look at the student video immediately: <https://web.respondus.com/lockdownbrowser-student-video/>

### Schedule

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#### TENTATIVE OUTLINE

<u>DATE</u>	<u>SUBJECT</u>	<u>SOURCE</u>
8/11	Administrivia & get acquainted; Introduction Social, ethical & legal	Ch: 1/2
8/18	Psychology; Communication Knowing yourself better-SDI	Ch: 3/4 Handouts
8/25	Sales Knowledge; Direct/Indirect Communication;	Ch: 5 Handouts
	Review & Relaxation	Handouts
9/1	Test 1, Chapters 1- 5; Money lecture	
9/8	Prospecting; Planning the sales call Personal Power, Assertiveness, FIRO-B	Ch: 6/7 Handouts
9/15	Presentation Methods Feedback, 12 Pathways	Ch. 8/9 Handout
9/22	Great Sales Presentations Review & Negotiating Skills	Ch: 10 Handout

9/29	Test 2, Chapters 6 – 10, Seven <i>Habits</i>	
10/1	LAST DAY TO WITHDRAW	
10/6	Objections; Closing the Sale	Ch. 11 /12
	Sales Presentation examples; Sales Grid	
10/13	Serving Customers; Self-Management	Ch: 13/14
10/20	1 min. sales presentations	
	Obits; Give Mission Statements homework	Handout
10/27	Share Mission Statements	Handout
11/3	2.5 min. sales presentations	
11/10	Multicultural Marketplace	
11/17	Self-Confidence and/or Guest Speaker	
11/22-11/26	Thanksgiving Holiday	
12/1	Comprehensive (or Experiential) Final Exam	

(Wednesday, 5:30 pm)

## College/School Policies

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### Wolf Pact

Having read the Honor Code for the University of West Georgia, I understand and accept my responsibility to uphold the values described therein and to conduct myself in a manner that will reflect the values of UWG and the Richards College of Business so as to respect the rights of all UWG community members. As a UWG student, I will represent myself truthfully and complete all academic assignments honestly and within the parameters set by my instructor.

I understand and accept that if I am found guilty of violations (through processes due me as a UWG student and outlined in the UWG Student Handbook), penalties will be imposed.

I also recognize that my responsibility includes a willingness to confront members of the UWG community if I feel there has been a violation of the Honor Code.

Ultimately, I will conduct myself in a manner that promotes UWG as the best place to work, learn, and succeed for my generation, and those to come!

### About the Richards College of Business

#### Vision

To become a globally recognized college of business preparing forward-thinking, responsible leaders.

#### Mission

We are in the business of transforming lives through education, engagement, and experiences.

#### Strategic Goals and Values

##### *Student Success*

Admit quality students and provide them with an education that is rich in experiences and engagement opportunities to prepare them to be effective and ethical professionals.

### *Academic Success*

Recruit, retain and develop faculty and staff by providing sufficient resources to support dynamic and up-to-date bachelor and master-level curricula, to conduct research and other professional activities, and to support engagement with all stakeholders.

### *Operational Success*

Recruit, retain and develop administrative management and staff personnel to manage, develop and support infrastructure and those activities that build internal and external partnerships while working in an ever-changing environment.

### *Ethical Values*

The Richards College of Business community (administrators, faculty, staff, students, and business partners) share a commitment to the principles of honesty and integrity in interactions and undertakings, accountability for personal behavior, and respect for the rights, differences, and dignity of others. In addition, we strive to continuously improve our abilities to recognize unethical behavior and to make ethical and moral decisions.

## Institutional Policies

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### Academic Support

**Accessibility Services:** Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

**Center for Academic Success:** The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or [cas@westga.edu](mailto:cas@westga.edu).

**University Writing Center:** The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or [writing@westga.edu](mailto:writing@westga.edu).

### Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online \(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

### Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing.

Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please visit the [Office of Community Standards](https://www.westga.edu/administration/vpsa/ocs/index.php) (<https://www.westga.edu/administration/vpsa/ocs/index.php>) site.

## UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

## Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

## HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: [http://www.usg.edu/hb280/additional\\_information#](http://www.usg.edu/hb280/additional_information#) ([http://www.usg.edu/hb280/additional\\_information](http://www.usg.edu/hb280/additional_information))

You may also visit our website for help with USG Guidance: <https://www.westga.edu/police/campus-carry.php> (<https://www.westga.edu/police/campus-carry.php>)

## Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGcares](#).

## ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

## COVID-19

The health and safety of our students, faculty, and staff remain the University of West Georgia's top priority.

For the most recent information on coronavirus disease (COVID-19) visit:

- [UWG's Guidance on Face Coverings](https://www.westga.edu/coronavirus-info/return-to-campus/faq/what-is-the-guidance-on-the-use-of-face-coverings.php) (<https://www.westga.edu/coronavirus-info/return-to-campus/faq/what-is-the-guidance-on-the-use-of-face-coverings.php>)
- [Centers for Disease Control and Prevention FAQ](https://www.cdc.gov/coronavirus/2019-ncov/faq.html) (<https://www.cdc.gov/coronavirus/2019-ncov/faq.html>)
- [Georgia Department of Public Health](https://dph.georgia.gov/) (<https://dph.georgia.gov/>)

## Additional Items

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