

REAL 240- Computer Applications In Real Estate

Course Description

This course covers how computer hardware and software increase productivity. This course introduces students to software applications, websites, and marketing strategies used in the real estate industry. This course applies toward the educational requirements for either a salesperson or broker's license. This course meets the California Department of Real Estate education requirements for the Salesperson or Brokers license.

Course Details

REAL 240 Section 2194- ONL - Spring 2016

Go to: <http://www.miracosta.edu/home/mdaniels/Syllabi/real240.htm> to find out everything you need to know.

Student Learning Outcomes (SLOs) And Student Learning Outcomes Assessments (SLOA)

1. SLO: Understand the concept of social media. Explain how this is essential to start a career in real estate.
SLOA: Create Social Networking Accounts: Create Facebook account, Create Youtube account, Create Instagram account, Create LinkedIn Account. Post to each account weekly.
2. SLO: Understand how to use Microsoft PowerPoint and Microsoft Publisher.
SLOA: Create a listing presentation using Microsoft PowerPoint and marketing materials such as Postcards and fliers using Microsoft Publisher.
3. SLO: Build an email list using Contact Management Software.
SLOA: Set up and manage e-mail communications. Send emails with customized signature, email with and without attachments.

Instructor Information

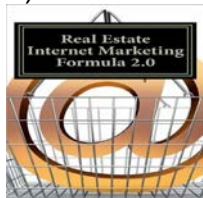
Visit my MCC page to find out more about me: <http://www.miracosta.edu/home/mdaniels/>.

Licensed since 1991, Mike Daniels is a local real estate broker CA. BRE#01112089 CA Corp BRE#01836634 who specializes in foreclosures and other distressed properties. He is a direct response marketing expert and has consulted for and has written for major real estate publications. Mike uses his experience to create a high standard for career development by applying a combination of practical and academic experience to a variety of real estate courses. He has taught at MiraCosta College since 20012.

Mike is active in a variety of organizations including the MiraCosta Real Estate Advisory Board, Member of National Association of Realtors®, California Association of Realtors®, and The American Society of Real Estate Owned Specialist. Outside of professional interests, he golfs, surfs and plays at open mics.

Course Materials-Books

- 1). Real Estate Internet Marketing Formula 2. 0: By Katalin Cseke



Computer Requirements

To complete this course, students will need the ability to watch and listen to the Video Tutorials and Demonstrations. This means that the computer students use at home or work must have speakers or the ability to use a headset. If students are going to watch the Video Tutorials and Demonstrations in the computer laboratory on campus, then they should bring their own headsets. This headset can be the type that covers the ear or ear buds like those used for portable media devices like the iPod. Additionally, the headset cable should be long enough so that it can be plugged into the computer while watching the Video Tutorials and Demonstrations.

Since all computer lab exercises may be completed remotely and the Video Tutorials and Demonstrations are hosted on the Internet, students will be able to use a computer with the Microsoft Windows®, Apple, Linux, or UNIX operating system installed. All computers must have a current copy of the Adobe Flash Player. Students can download a free copy of the program from the Adobe Web Site:

http://www.adobe.com/shockwave/download/download.cgi?P1_Prod_Version=ShockwaveFlash

MiraCosta Computer Lab: Students who need access to a computer or need tutoring in the use of software or Internet should use the Open Computer Lab. This computer lab is located on the first floor of the library. The computer lab offers free tutoring to Business Division students in a variety of subjects and other computer-related topics on a first-come / first-served basis. The computer lab hours are 8:00 a.m. – 9:30 p.m. Monday thru Thursday and 8:00 a.m. thru 3:00 p.m. on Friday and Saturday s 10:00am -5:00p.m.

Course Rules & Expectations

Remember the two crucial deadlines to drop this class: 1) within the first two weeks you can obtain a refund and have nothing on your transcript; and 2) by the 75% deadline (generally during Week 13, but verify this date with the college) you can receive a W on transcript.

Be sure to log on to Blackboard 3-4 times per week. Do not log on 15 minutes before the assignment is due and email me for an extension or an excuse about how your computer froze up. If you're having computer issues, you can use the Computer Lab located in the library.

Students are responsible to complete all necessary paperwork if they decide to withdraw from class. The Instructor must take strong steps to insure all students are attending and active. Therefore, the Instructor retains complete discretion to process a Withdrawal (Drop) for students without additional notice for any of the following (unless discussed with Instructor and approved in advance)

- ☐ Failure to complete any assignment during the first two weeks of the semester
- ☐ Failure to complete 2 consecutive or 3 total Discussion Boards
- ☐ Failure to complete 2 consecutive or 3 total Assignments of any type
- ☐ Failure to complete ANY exam

No late work will be accepted. All assignments are due as per the syllabus. However, the Instructor reserves to right to change syllabus due dates and content at his discretion. Students ought to log on to BlackBoard a minimum of three-four times per week. Due to the subject matter involved in REAL 240, students will be learning new applications, thus the instructor is not your tech-support (consult free computer lab support in the library if you need help learning various computer applications). Class sessions are devoted to instruction of new material and review of previous topics. You are responsible for material covered in the assignments and any changes in assignments.

Mandatory Course Orientation Quiz: All students are required to complete an online orientation quiz, which is worth 30 points toward each student's final grade. This quiz is located on Blackboard under "Assignments." To prepare for this quiz students must read the syllabus in its entirety a minimum of twice before taking the Mandatory Course Orientation Quiz.

Course Grading

The final grade in this class will be based on the following:

Mandatory Course Orientation Quiz	30
Create Social Network Accounts	
Create Real Estate Facebook Account	10
Create Real Estate Twitter Account	10
Create Real Estate LinkedIn Account	10
Create Real Estate YouTube Account	10
Total Social Network Create Accounts	40
Post Social Network Accounts	
Weekly Posting Facebook, Twitter, LinkedIn, YouTube	15
Total Postings Facebook, Twitter, LinkedIn, YouTube	300
Weekly Assignments	
15 weekly assignments	30
Total Assignments	450
Midterm Examination	100
Final Examination	100
Total Points For Course	1020
Final Grade Score Ranges	
A = 918 – 1020 B= 816 – 917 C = 714 – 815 D = 612 - 713 F = <611	

College Calendar Spring 2016

Deadlines listed below are for full-length spring semester classes.

For 15-week late-start and 8-week mid-semester class deadlines, see the chart on page 11.

November 16, 2015 • SURF enrollment for spring begins.

January 25 • First day of spring classes.

February 5 • Last day to add spring classes with instructor permission.

• Last day to file petition for Directed Studies for spring full-semester classes.

• Financial aid add/drop deadline for spring.

• Last day to drop spring full-semester classes and receive a refund.

• Last day to drop spring full-semester classes with no grade placed on permanent record.

February 12–15 • College closed—Lincoln's Day, Washington's Day (legal holidays)

February 26 • Last day to petition for degree/certificate for spring.

• Last day to petition for pass/no pass grading option for spring.

March 4 • Last day to petition for Credit by Institutional Examination for spring.

March 21–26 • Spring Break—no classes.

March 25 • College closed.

March 28 • Mid-semester (8-week) classes begin.

April 28 • Last day to DROP full-term classes with option of 'W' grade.

May 23–27 • Final examinations.

May 27 • Spring semester ends.

NOTE: College offices are closed on Saturdays and Sundays

College Policies & Services

INCOMPLETE GRADE:

Students seeking an "Incomplete" grade must consult with me in person no later than the week prior to finals. Incompletes will only be considered for emergency or other unforeseeable justifiable reasons at the end of the term, and only upon agreement of clear conditions for completing coursework. Incompletes are rarely granted and only if the emergency or other unforeseeable justifiable reason occurs after the date for dropping the class. Work, vacation, family concerns, class schedules, time management problems, and other normal issues all students deal with do not qualify.

PASS/NO PASS GRADING OPTION (for graded classes):

You have the option to choose Pass/No Pass grading for this class. If you choose this option, you must submit a Petition for Pass/No Pass to Admissions & Records before 30% of the class has elapsed. This option for grading is nonreversible once selected. The petition form is available online, or from Admissions & Records. Students planning to transfer should consult with a counselor before opting for Pass/No Pass to ensure this option is accepted by their intended transfer institutions. Check the MiraCosta College catalog or schedule for more detailed information.

DISABILITY ACCOMMODATIONS:

Students with disabilities, whether physical, learning, or psychological, who believe that they may need accommodations in this class, are encouraged to contact Disabled Students Programs & Services as soon as possible to ensure that such accommodations are implemented in a timely manner. Their phone number is (760) 795-6658 and they are located on the Oceanside campus in Building 3000-Student Services, Room 3009, adjacent to Parking lot 3C.

LIBRARY RESOURCES:

The MiraCosta College faculty librarians assist students with their research questions, whether academic or personal. Students may obtain assistance from librarians either one-on-one at the reference desk, through class orientations, group workshops, individual appointments, or online. I strongly encourage you to take advantage of library resources. More information regarding the library may be found at their web page: www.miracosta.edu/library.

COLLEGE SUPPORT SERVICES:

The Tutoring and Academic Support Center (TASC) and the Writing Center (WC) assist students by providing individual and group tutoring, WC drop-ins, learning communities, self-help materials, and student success workshops. Services are free and available to all students during day and evening hours at all MiraCosta College campuses. Take advantage of these academic support services. For more specific information, please call (760) 795-6682.

PLAGIARISM AND ETHICS POLICY:

Each student agrees to the following statements of student behavior:

- I agree that I, and only I, will be the one completing and submitting class materials (homework, quizzes, exams, written projects, etc.) in my name.
- I agree that I will not directly copy or plagiarize material from books, publications, the Internet, other students' work, or any other source. I am familiar with, and I agree not to violate, copyright laws. If small amounts of material from other sources are used as part of any class assignment, I agree to clearly indicate such and properly cite the source.
- I agree that any projects submitted for this class have been prepared for this class only and have not been, and never will be, submitted for any other class at MiraCosta or any other school.

- I agree that, unless approved by the instructor, I will not share answers to homework assignments, quizzes, exams, or any other course material with fellow classmates.
- I acknowledge that failure to comply with any of the above statements may result in failure of an assignment, removal from the course, failure in the course, and disciplinary action deemed appropriate by the instructor in his sole discretion and/or policies and procedures set forth by the Board of Trustees of the MiraCosta Community College District, fully described in the College Catalog.

Weekly Schedule

IMPORTANT NOTICE: You will have 1 week to complete each assignment. Weekly assignments are due each Sunday by midnight during the semester. I do not accept late work under any circumstance. Each week of homework builds on the previous week- so if you miss a week...you'll fall behind fast. Don't try to complete the homework in sitting, block out time during each week. If your computer breaks, the college library is a great place to complete your homework. This syllabus is subject to change at any time at the discretion of the instructor; notice will be given to the students through an announcement in class, by email, or with an announcement on the class Blackboard site.

WEEK 1: ASSIGNMENT #1 1/25/16:

1. Read chapter 1&2.
2. Take Mandatory Course Orientation Quiz (located on Blackboard- Assignments)
3. Introduce yourself. Why are you taking this class? What are you hoping to gain?
4. Watch my introduction video. Link will be provided on Blackboard.

WEEK 2: ASSIGNMENT #2 2/1/16

1. Create NEW email account with Gmail or Yahoo.
2. Use your new email account to create Social Network accounts with LinkedIn, Facebook, YouTube, and Twitter. Make sure you create a Password folder to save all your new passwords!

WEEK 3: ASSIGNMENT #3 2/8/16

1. Read chapter 3.
2. The YouTube-real estate connection.
3. Developing your email database management system starting with your "Sphere of Influence"
4. Post comments on Twitter, LinkedIn and Facebook about something pertaining to San Diego real estate news. This exercise is designed to position you as an expert in your field- so find something interesting!

WEEK 4: ASSIGNMENT #4 2/15/16

1. Read chapter 4.
2. Getting acquainted with Microsoft Publisher- including guided lab videos in creating Business Cards, Flyers, and Brochures.
3. Post comments on Twitter, LinkedIn and Facebook about something pertaining to San Diego real estate news. This exercise is designed to position you as an expert in your field- so find something interesting!

WEEK 5 : ASSIGNMENT #5 2/22/16

1. Read chapter 5.
2. Create a Newsletter using Microsoft Publisher and submit to Blackboard.

3. Post comments on Twitter, LinkedIn and Facebook about something pertaining to San Diego real estate news. This exercise is designed to position you as an expert in your field- so find something interesting!

WEEK 6 : ASSIGNMENT #6 2/29/16

1. Read chapter 6.
2. Create a Listing Presentation using PowerPoint and submit to Blackboard.
3. Post comments on Twitter, LinkedIn and Facebook about something pertaining to San Diego real estate news. This exercise is designed to position you as an expert in your field- so find something interesting!

WEEK 7 : ASSIGNMENT #7 3/7/16

1. Read chapter 7.
2. Create a Short Sale Presentation using PowerPoint and submit to Blackboard.
3. Post comments on Twitter, LinkedIn and Facebook about something pertaining to San Diego real estate news. This exercise is designed to position you as an expert in your field- so find something interesting!

WEEK 8 : ASSIGNMENT #8 3/14/15

MIDTERM EXAM

3/19/15

Spring Break

WEEK 9 : ASSIGNMENT #10 3/28/16

1. Read chapter 8.
2. Using Google Pay Per Click and Craig's List to generate leads.
3. Post comments on Twitter, LinkedIn and Facebook about something pertaining to San Diego real estate news. This exercise is designed to position you as an expert in your field- so find something interesting!

WEEK 10 : ASSIGNMENT #11 4/4/16

1. Read chapter 9.
2. Using email links, attaching files to email, email etiquette.
3. Post comments on Twitter, LinkedIn and Facebook about something pertaining to San Diego real estate news. This exercise is designed to position you as an expert in your field- so find something interesting!

WEEK 11 : ASSIGNMENT #12 4/11/16

1. Read chapter 10.
2. Using Google Pay Per Click and Craig's List to generate leads.
3. Post comments on Twitter, LinkedIn and Facebook about something pertaining to San Diego real estate news. This exercise is designed to position you as an expert in your field- so find something interesting!

WEEK 12 : ASSIGNMENT #13 4/18/16

1. Create an ebook, require name & email address for free download
2. Post comments on Twitter, LinkedIn and Facebook about something pertaining to San Diego real estate news. This exercise is designed to position you as an expert in your field- so find something interesting!

WEEK 13 : ASSIGNMENT #14 4/25/16

1. Research possible domain names on Godaddy.com.
2. Post comments on Twitter, LinkedIn and Facebook about something pertaining to San Diego real estate news. This exercise is designed to position you as an expert in your field- so find something interesting!

WEEK 14 : ASSIGNMENT #15 5/2/16

1. Visit Tulia.com, Realtor.com, Zillow.com and RedFin.com. Tell me what each website does, what you like/dislike, and why you would go there or recommend the website.
2. Post comments on Twitter, LinkedIn and Facebook about something pertaining to San Diego real estate news. This exercise is designed to position you as an expert in your field- so find something interesting!

WEEK 15 : ASSIGNMENT #16 5/9/16

1. Go to DRE.ca.gov. Download the License Application. Verify an agent's license. Review Taking the Exam.
2. Post comments on Twitter, LinkedIn and Facebook about something pertaining to San Diego real estate news. This exercise is designed to position you as an expert in your field- so find something interesting!

WEEK 16 : ASSIGNMENT #17 5/16/16

1. Research local board of Realtors. Research SDTresTax.com. Research online title reports.
2. Post comments on Twitter, LinkedIn and Facebook about something pertaining to San Diego real estate news. This exercise is designed to position you as an expert in your field- so find something interesting!

WEEK 17: ASSIGNMENT #18 5/23/16

FINAL EXAM