

**RE 61 Course Outline as of Fall 2022****CATALOG INFORMATION**

Dept and Nbr: RE 61

Title: COMP APPS IN REAL ESTATE

Full Title: Computer Applications in Real Estate

Last Reviewed: 2/14/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

In this course, students examine a broad overview of Internet and software applications used in the day-to-day life of real estate and related professions. Computer technology has changed the way this country does business, particularly in the field of real estate. The course identifies hundreds of useful website addresses to help in computer and real estate-related tasks, as well as instruction on how best to access the information that the real estate agent/broker will need in the business. This course applies toward the educational requirements for either a salesperson or broker's license. It also meets the California Department of Real Estate (DRE) education requirements for the Salesperson or Brokers license.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:****Schedule of Classes Information:**

Description: In this course, students examine a broad overview of Internet and software

applications used in the day-to-day life of real estate and related professions. Computer technology has changed the way this country does business, particularly in the field of real estate. The course identifies hundreds of useful website addresses to help in computer and real estate-related tasks, as well as instruction on how best to access the information that the real estate agent/broker will need in the business. This course applies toward the educational requirements for either a salesperson or broker's license. It also meets the California Department of Real Estate (DRE) education requirements for the Salesperson or Brokers license. (Grade Only)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU GE:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>

<b>IGETC:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
---------------	----------------------	-------------------	------------------

<b>CSU Transfer:</b>	Transferable	<b>Effective:</b>	Fall 2022	<b>Inactive:</b>
----------------------	--------------	-------------------	-----------	------------------

<b>UC Transfer:</b>	<b>Effective:</b>	<b>Inactive:</b>
---------------------	-------------------	------------------

**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Create materials that would be used in marketing real estate.
2. Explain the concept of social media and other computer applications and how it is essential to a career in real estate.
3. Understand how to use technology to increase productivity.

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Use software programs to create presentations and marketing materials.
2. Describe how today's technology can be best used for marketing and promotional purposes in the real estate industry.
3. Prepare and create written, visual, video, and audio content.
4. Satisfy the California DRE elective education requirement for salespersons.
5. Satisfy the California DRE mandatory education requirement for brokers.

### **Topics and Scope:**

- I. Email

- A. Email account
- B. Signatures
- C. Newsletters, creating email lists
- D. Constant contact and other contact management systems
- II. Customer Relationship Management
  - A. Such as Hubspot, Zillow
  - B. Organizing prospects
- III. Web resources
  - A. Multiple Listing Service (MLS), California DRE website
  - B. Local real estate websites
  - C. National real estate websites such as Zillow, Trulia, Redfin, Craigslist
- IV. Promotional materials
  - A. Business cards, flyers, brochures
  - B. Current marketing software
- V. Presentations
  - A. Listing presentation
  - B. Short-sale presentation
- VI. Videos and photos
  - A. Smartphones
  - B. Camera equipment
  - C. Virtual tours
- VII. Social Media Account for Real Estate Professionals, such as Facebook or Twitter
  - A. Creating an account
  - B. Maintaining an account
- VIII. Content
  - A. Blogs
  - B. Podcasts
  - C. Video

### **Assignment:**

1. Reading between 15-40 pages per week
2. Weekly assignments, such as online research project or written report
3. Report on real estate websites
4. Listing and Short Sale presentations
5. Customer database with sphere of influence
6. Creating newsletter
7. Social media account with regular postings about Sonoma County or other local real estate news

### **Methods of Evaluation/Basis of Grade:**

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Report, weekly assignments
----------------------------

Writing 60 - 70%
---------------------

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Customer database	Problem solving 5 - 10%
<b>Skill Demonstrations:</b> All skill-based and physical demonstrations used for assessment purposes including skill performance exams.	
Presentations, social media account, newsletter	Skill Demonstrations 20 - 30%
<b>Exams:</b> All forms of formal testing, other than skill performance exams.	
None	Exams 0 - 0%
<b>Other:</b> Includes any assessment tools that do not logically fit into the above categories.	
Attendance and Participation	Other Category 5 - 10%

**Representative Textbooks and Materials:**

Online Resources, Youtube videos, blogs, etc.  
 What to Post. How to Create engaging social media content that builds your brand and gets results (for real estate). Chelsea Peitz. February 2020  
 The New Rules of Marketing and PR. David Meerman Scott. Wiley. 2020  
 Real Estate Computer Applications. Walt Huber. Educational Textbook Company. 2021