

MAJOR IN REAL ESTATE

*Department of Marketing
and Real Estate*

Richards College of Business

www.westga.edu/mktreal

Dr. Salil Talpade, Professor & Chair
Dr. Susan Hall Webb, Associate Professor
Dr. Blaise Bergiel, Professor
Ms. Mary Kay Rickard, Senior Lecturer
Dr. Jack Wei, Associate Professor
Dr. Kenneth Hilderhoff, Lecturer
Dr. Behuruz Sethna, Regents Professor

Dr. Jim Burton, Professor
Dr. David Nickell, Associate Professor
Dr. Minna Halonen-Rollins, Asso. Prof.
Ms. Cheryl Brown, Senior Lecturer
Dr. Sunil Hazari, Associate Prof.
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Department of Marketing and Real Estate
University of West Georgia
Carrollton, GEORGIA 30118-3050

University of West Georgia

Major: REAL ESTATE

Name _____

2012-2013

Student ID#: _____

Course & No.	Hrs.	Term	Grade
CORE CURRICULUM			
A. ESSENTIAL SKILLS			9 HOURS
ENGL 1101	3		
ENGL 1102	3		
MATH 1111	3		
B. INSTITUTIONAL PRIORITIES			5 HOURS
Elective (COMM 1110 or ENGL 2050)*	3		
Elective (LIBR 1101 or CS 1020)*	2		
C. HUMANITIES			6 HOURS
Fine Arts Elective	3		
Humanities Elective (COMM 1154*)	3		
D. NATURAL SCIENCES, MATH, & TECH			10 HRS
LAB SCI	4		
NON-LAB SCI	3		
MATH 1413	3		
E. SOCIAL SCIENCES			12 HOURS
HIST 1111 OR 1112	3		
HIST 2111 OR 2112	3		
POLS 1101	3		
Elective (PSYC 1101 or SOCI 1101)*	3		

Course & No.	Hrs.	Term	Grade
F. MAJOR SPECIFIC COURSES			18 HOURS
ACCT 2101	3		
ACCT 2102	3		
BUSA 2106	3		
CISM 2201	3		
ECON 2105	3		
ECON 2106	3		
◆ BUSINESS CORE			27 HOURS
ABED 3100	3		
CISM 3330	3		
ECON 3402	3		
ECON 3406	3		
FINC 3511	3		
MGNT 3600	3		
MGNT 3615	3		
MKTG 3803	3		
International Select** (MKTG 4866*)	3		
◆ MAJOR COURSES			24 HOURS
RELE 3701	3		
RELE 3705	3		
RELE 3711	3		
RELE 3730	3		
RELE 4705	3		
RELE 4706	3		
RELE 4707	3		
MGNT4660	3		
APPROVED ELECTIVES***			9 HOURS
Business Elective 1 (MKTG or RELE*)	3		
Business Elective 2 (MKTG or RELE*)	3		
Elective 3	3		
TOTAL			120 HOURS

Specific Requirements:

- 1) Attain a minimum overall grade point average of 2.0 for graduation.
- 2) 2.0 GPA required to take Area F courses.
- 3) Attain a minimum of 2.0 for the business junior core and Area F.
- 4) Attain a minimum of 2.0 for the major field requirements.
No more than one "D" is accepted in courses presented to satisfy major field requirements.
- 5) Complete the following courses ASAP: MATH 1111, MATH 1413, ENGL 1101, ACCT 2101, and ECON 2105 or 2106. These courses must be completed to be eligible to be a major in the College of Business.

* Recommended selections.

** Select one from MKTG 4866, FINC 4521, ECON 4450, MGNT 4625.

*** At least two of these must be in the college of Business.

MAJOR IN REAL ESTATE

Degree

The Department of Marketing & Real Estate offers a **Bachelors of Business Administration (BBA) degree in Real Estate**. This degree prepares students for a wide range of careers in all aspects of Commercial and Residential Real Estate, including Sales and Marketing; Appraising; Brokerage; Mortgage Banking; and Investment Analysis, as well as to pursue further studies at the graduate level.

Internships and Jobs

Classroom instruction is complemented by a co-op/internship program which provides students the opportunity to gain valuable practical experience and to develop employer contacts before graduation. A number of major firms also regularly recruit on campus through the **career services office**, which provides **comprehensive placement assistance**.

Study Abroad Programs

Opportunities to study abroad are available through the departments' two study abroad programs - **One in the Spring semester (various destinations) and one in the Summer semester (London)**. These programs provide students with an invaluable academic and cultural learning experience.

Certificates in Sales and Advertising

We also offer a Certificate in Sales and a Certificate in Advertising program which allow students to **focus their degree** on these specific areas of interest. These certificates can significantly **enhance the chances of securing a job and succeeding** in any sales or advertising related field.

The Real Estate Club

The Real Estate Club, sponsored by the department, is recommended for all Real Estate majors. Membership provides tremendous advantages in furthering **Real Estate knowledge**, networking with **alumni** and **local business leaders**, and preparation for the **job market**.

REAL ESTATE COURSES

RELE 3701 * Real Estate Marketing

Prerequisites: RELE 3705 or MKTG 3803

A basic survey of how ethical selling integrates into modern business. This course emphasizes selling as a profession, development and implementation of sales techniques, managing time, and selling your ideas. Experiential exercises and video feedback techniques are used throughout the course. *Same as MKTG 3801*

RELE 3705 * Real Estate Principles

Emphasis on principles and fundamental concepts. Course provides basic information for the student preparing for a career in real estate, also helps the consumer learn how to select, finance, and maintain real property either for a home or for investment purposes. *Same as MKTG 3805.*

RELE 3711 * Real Est. Research

Prerequisite: RELE 3705

The study of residential and commercial real estate databases, including sales, rents, and mortgage loans. Internet basics such as web sites, search engines, and email will also be reviewed. Using fee versus free data.

RELE 3730 * Real Estate Finance

Prerequisites: RELE 3705 OR FINC 3511.

Analyze the different financial institutions that are sources of equity and mortgage funds for the real estate industry. The real estate mortgage and other real property security agreements are examined in depth. Other emphasized topics include financial leverage, the secondary mortgage market, loan qualification, foreclosure, mortgage payment plans and financial math.

RELE 4705 * Real Estate Investment

Prerequisites: RELE 3705

Examines the use of discounted after tax cash flow analysis in the evaluation of real estate investments. Topics discussed include operating expenses, cost capitalization, federal tax law implications, depreciation, ownership forms, and different measures of investment performance such as IRR and NPV. Home ownership as a real estate investment is also explored.

RELE 4706 * Residential Appraisal

Prerequisite: RELE 3705 or RELE 3701

Examines the use of the sales comparison, income, and cost approaches used by professional appraisers to estimate the market value of residential property. The effects of social, economic, political, and physical factors on value are discussed. Some aspects of residential construction and architecture are explored.

A form appraisal report of a residential property ties the principles and concepts presented together.

RELE 4707 * Income Property Appraisal

Prerequisites: RELE 3705 or RELE 3701

Investigates the different techniques used by the professional appraisers to estimate the market value of income producing property. The use of income multipliers and capitalization rates and their deviation from market data is explored in-depth. A narrative appraisal of an income producing property is used to integrate the principles and concepts presented. Professional and ethical standards of behavior are also explored.

RELE 4781 * Independent Study in Real Estate

Prerequisite: RELE 3705.

In-depth supervised individual study of one or more current real estate problems of a business organization.

RELE 4785 * Special Topics in Real Estate

Prerequisite: RELE 3705

The study of selected contemporary real estate topics of interest to faculty and students.

RELE 4786 * Real Estate Internship

Prerequisite: RELE 3705

Practical real estate related experience with a previously approved business firm for selected junior or senior students.

** Enrollment requires compliance with the College of Business Policy for Major Status and completion of listed prerequisites or consent of department chair*