

# Real Estate

Program Number: 10-194-1

## Associate in Applied Science Degree

Business and Marketing Program Cluster

Center for Business and Applied Arts

Program offered at Madison Campuses

For information call: (608) 258-2416 or  
(800) 322-6282 Ext. 2416

### About the Program

There are numerous career opportunities in residential, commercial and industrial real estate for trained men and women. You may become a broker, appraiser, property manager or mortgage lender. Real estate includes the planning and developing of office buildings, industrial complexes, farms, planned recreational developments, public land acquisitions, shopping centers and the complex field of mortgage lending and finance.

This program explores the basics of the real estate market, property rights, ownership, construction, financing and brokerage as they relate to the American consumer.

### Program Courses

**10-102-160 Business Law 1** **3 credits**

This survey course covers legal principles used in the business world. Contracts, sales, bailments, agency, employment, property law, torts, criminal law, marital property and bankruptcy are emphasized. The course is taught on a level suitable for an associate degree student. Federal, state and case law serve as the basis of study.

**10-104-102 Marketing Principles** **3 credits**

This foundation course introduces students to the marketing process and how it operates in today's dynamic organizations. The entire marketing mix is examined on a broad scale. Topics include: market segmentation and targeting strategies, market research, consumer behavior, product development, pricing policies, distribution, and an overview of promotion. This basic course provides a comprehensive overview of the exciting world of marketing.

**10-104-104 Selling Principles** **3 credits**

This course acquaints the student with the basic principles and applications of the sales process as they may apply to industrial, wholesale and retail selling situations. This would include prospecting and qualifying, planning and pre-approaching, approaching the customer, the sales presentation/demonstration, handling objections, closing the sale and post-sale service and follow-up.

## Curriculum

### FIRST YEAR

First Semester		Credits	Hrs/week Lec-Lab
10-104-102	Marketing Principles.....	3	3-0
10-104-161	Marketing Technology Applications.....	3	3-0
10-194-182	Real Estate Law..... (Salesperson Educational Requirement)	4	4-0
10-801-195	Written Communication.....	3	3-0
10-804-123	Math with Business Applications.....	3	3-0
<b>Semester Total</b>		<b>16</b>	

### Second Semester

10-102-160	Business Law 1.....	3	3-0
10-104-104	Selling Principles.....	3	3-0
10-194-184	Real Estate Finance.....	3	3-0
10-194-185	Real Estate Brokerage..... (Broker Educational Requirement)	2	2-0
10-194-190	Property Management and Development 1.....	3	3-0
10-801-196	Oral/Interpersonal Communication.....	3	3-0
<b>Semester Total</b>		<b>17</b>	

### SECOND YEAR

#### First Semester

10-104-125	Principles of Advertising.....	3	3-0
10-194-186	Real Estate Appraisal 1 – Part A (Appraisal Licensure Educational Requirement)	4	4-0
20-809-276	Business Ethics*.....	3	3-0
10-809-195	Economics.....	3	3-0
10-809-199	Psychology of Human Relations.....	3	3-0
<b>Semester Total</b>		<b>16</b>	

#### Second Semester

10-194-175	Real Estate Investment.....	3	3-0
10-194-189	Real Estate Appraisal 1 – Part B.....	4	4-0
10-194-194	Home Inspection.....	4	4-0
10-194-195	Real Estate Internship.....	3	3-0
10-809-197	Contemporary American Society.....	3	3-0
<b>Semester Total</b>		<b>17</b>	

## Program Courses (continued)

**10-104-125 Principles of Advertising 3 credits**

Introduces students to the theory and practice of integrated marketing communications. All elements in the promotions mix are summarized but the major emphasis is on advertising. Students examine the characteristics of major media alternatives including radio, television, newspapers, magazines, outdoor, direct response and alternative media. Advertising research, planning and creativity are also explored and practiced. Prerequisite: 10-104-102.

**10-104-161 Marketing Technology Applications 3 credits**

Through hands-on experience, participants will utilize advanced techniques and tools to search the Internet, manage spreadsheets, create presentations, manipulate relational databases, and are exposed to desktop publishing software. Participants are taught effective presentation techniques, appropriate email etiquette, and the applications of transforming technology. Prerequisites: Keyboarding, Introduction to Windows, File Management, Introduction to Word, or equivalent experience.

**10-194-175 Real Estate Investment 3 credits**

An in-depth introduction to principles of real estate investment. Compares real estate to other forms of investments, and teaches students how to calculate the benefits and determine the disadvantages of owning real estate. Subjects covered include tax laws (current and past), creative financing, ownership forms, limited partnerships, management practices, practical contractual language, the real estate exchange and several case studies. A real life course project is required wherein the student goes through the steps of acquiring an existing property and analyzes the outcome.

**10-194-182 Real Estate Law 4 credits**

Designed to acquaint students with the field of real estate as well as with Wisconsin real estate law and to prepare them for the Wisconsin Real Estate Salesperson's Examination. It covers topics such as the law of agency, legal descriptions, real estate contracts, mortgages, land contracts, consumer-protection laws, landlord-tenant laws, fair-housing ordinances and various other subjects related to the real estate profession. It is particularly oriented toward Wisconsin laws. Also available in CD-ROM format.

**10-194-184 Real Estate Finance 3 credits**

An analysis of the various aspects of real estate finance with an emphasis on the type of instruments used, sources of funds, procedures involved and the role of the federal government. The course includes numerous activities outside the classroom designed to demonstrate lending policies, problems and rules involved in financing real property, including residential, multi-family, commercial and special purpose properties.

**10-194-185 Real Estate Brokerage 2 credits**

Covers market analysis, sales, planning, staff compensation and sales management including selection, training and supervision. The course is oriented to real estate brokerage in Wisconsin and fulfills the educational requirement for the Real Estate Broker's License in Wisconsin.

**10-194-186 Real Estate Appraisal 1—Part A 4 credits**

This course will cover the following topics in the Appraisal Licensure process: Basic Appraisal Principles, Basic Appraisal Procedures and Market Analysis & Highest/Best Use.

**10-194-189 Real Estate Appraisal 1—Part B 4 credits**

This course will cover the following topics in the Appraisal Licensure process: Residential Site Valuation and Cost Approach; Residential Sales Comparison and Income Approaches; residential Report Writing and Case Studies; and Uniform Standards of Professional Appraisal Practice (USPAP)..

**10-194-190 Property Management and Development 3 credits**

Provides a practical, hands-on approach to the process of managing real estate. Major topics include an overview of the rental, accounting, maintenance and information functions of the property manager. Also included is information on condominiums, low-income housing and the construction process.

**10-194-194 Home Inspection 4 credits**

Covers the residential inspection process from start to finish and may be used as an inspector's guide in the field. Home Inspection is an art of identifying problem areas through observation. The course deals with various elements of a home including soils, foundation, construction, plumbing and roofing. The course also deals with changes in public policy regarding home inspectors.

**10-194-195 Real Estate Internship 3 credits**

Requires work experience within an approved organization as well as under the sponsorship of someone at the management level. The real estate intern is required to complete 144 hours of supervised work. The intern will complete a final work report at the completion of the semester while the sponsor will complete a job performance evaluation. Class time concentrates on the internship experience. The intern prepares a resume and develops a job strategy as a means of preparing for full-time work upon graduation.

## Career Potential:

- Assessor/Home Inspector
- Property Manager
- Real Estate Appraiser
- Loan Officer
- Real Estate Broker
- Real Estate Salesperson
- Rental Agent

*More detailed and updated information on this program may be available at: [matcmadison.edu](http://matcmadison.edu). The college reserves the right to make changes in the regulations and courses announced in this publication without notice.*

*Madison Area Technical College provides equal opportunity in education and employment.*

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