MAJOR
IN REAL ESTATE

Department of Marketing
and Real Estate

Richards College of Business

www.westga.edu/mktreal

Dr. Salil Talpade, Professor & Chair
Dr. Joel Haynes, Professor
Dr. Blaise Bergiel, Professor
Ms. Mary KayRickard, Senior Lecturer
Dr. Jack Wei, Associate Professor
Dr. Susan Hall, Assistant Professor

Dr. Jim Burton, Professor
Dr. David Nickell, Assistant Professor
Dr. Minna Halonen-Rollins, Asso. Prof.
Ms. Cheryl Brown, Senior Lecturer
Dr. Sunil Hazari, Associate Prof.
Ms. Sandra Thompson, Director Bus. Edu.

Phone: 678-839-6318;    Fax: 678-839-5041
Department of Marketing and Real Estate
University of West Georgia
Carrollton, GEORGIA 30118-3050
# Bachelor of Business Administration

## University of West Georgia

### Major: REAL ESTATE

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<th>Course &amp; No.</th>
<th>Hrs.</th>
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### 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

### 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 a major in the College of Business.

### 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
- MGNT 4660  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

* 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 - China in the spring semester and London in summer. 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