

MARKETING

Real Estate Major

ARTS & SCIENCES AND BUSINESS DIVISION

Program of Study

The Marketing Technology is designed to fulfill the needs of two groups of individuals: students who intend to explore career opportunities in marketing-related fields and students who are presently in business and desire to supplement their practical experience with an effective marketing education. Marketing, to some, may mean price, product, place and promotion. To others, marketing means all that is involved in sales and distribution.

Terra Community College's marketing program is designed to include instruction in sales, sales management, small business and retail management, advertising, public relations, and buying and marketing research.

The Real Estate Major allows students to apply the marketing skills learned to the real estate field by combining this instruction with specific Real Estate classes. The four Real Estate classes, Real Estate Principles, Law, Finance and Appraisal, are also the classes necessary to sit for the Real Estate Sales License in the State of Ohio. Completion of this degree may also meet the academic requirements for a Broker's License in Ohio.

The faculty has identified the following Learning Outcomes for all graduates:

- Demonstrate the ability to use an understanding of marketing to effectively integrate that knowledge into the management of business.
- Understand the importance of sales and management of sales teams within a business organization.
- Demonstrate knowledge of the impact of technology in the modern business world.
- Manage the marketing, financial, legal, and global aspects of running a business.
- Understand the application of marketing concepts to real estate sales and promotion.

POTENTIAL OCCUPATIONS:

- Real Estate Sales Agent
- Property Manager
- Real Estate Appraisal Assistant
- Mortgage Broker
- Mortgage Loan Specialist
- Landlord

Associate of Applied Business

TECHNICAL CONCENTRATION

		Credit Hrs.
MGT 1190	Management	3
MGT 2560	Small Business Development	4
MGT 2670	Business Ethics	3
MRT 1010	Marketing	3
MRT 1140	Advertising	3
MRT 2440	Sales Management	3
MRT 1120	Personal Selling	4
RST 1100	Principles and Practices of Real Estate	3
RST 1450	Real Estate Finance	2
RST 2110	Real Estate Law	3
RST 2450	Real Estate Appraisal	2
RST 2630	Research Project	2
	Total Technical Credit Hours	35

GENERAL EDUCATION AND RELATED COURSES

GEN 1000	First-Year Seminar	1
ACC 1100	Financial Accounting	4
CIT 1090	Computer Fundamentals	3
ECO 2020	Microeconomics	3
Choose One:	ENG 1050 College Composition I or ENG 1020	3
ENG 1900	Technical Writing	3
FST 2520	Risk Management	3
LAW 2420	Business Law	3
MTH 1110	Business Math	4
SPE 2010	Effective Speaking	3
	*Humanities Elective	3
	Total General Education & Related Credit Hours	33

TOTAL CREDIT HOURS **68**

- * See page 95 for a listing of specific electives.
See your advisor for appropriate course selection.

For available Certificate Program options, see catalog pages 97-103.

- ** All students graduating from Terra State Community College with an Associate degree of any kind will be functionally proficient in common computer operations and applications. Please see your academic advisor or academic division office for further details.

To determine when courses are scheduled, see program curriculum sheet which is available from the Enrollment Services office in Building A/Room 100, from the Arts & Sciences and Business Division, Building A/Room 202 or on the web at www.terra.edu.