

Fundamentals of Real Estate Sales Certificate

Certificate Number 90-194-1

Description:

The Fundamentals of Real Estate Sales Certificate is a series of credit courses targeted to educate learners about the opportunities and essence of Real Estate sales.

Requirements for Certificate Entry:

Must be at least 18 years old.

Certificate Completers Will be Able to:

- Incorporate the legal financial and vocabulary knowledge learned when taking the State Licensing Exam.
- Recognize important terms and concepts used in the real estate industry.
- Apply learned principles to real world practice.
- Perform and apply basic financial and property related calculations.

Curriculum

CATALOG #	DESCRIPTION	CREDITS
10-104-191 <i>Offered in:</i> <i>Summer 2008</i> <i>Fall 2008</i> <i>Spring 2009</i>	Customer Service Mgmt... develop professional telephone etiquette, explore customer service work environments, identify and analyze customer service failures, resolve problems cost effectively, set complaint policies, and develop communication techniques to handle complaining customers.	3
10-801-136 <i>Offered in:</i> <i>Fall 2008</i> <i>Spring 2009</i>	English Composition 1... learners develop knowledge/skills in planning, organizing, writing, editing. Students will also analyze audience/purpose, use elements of research, format documents using standard guidelines, and develop critical reading skills.	3
10-111-103 <i>Offered in:</i> <i>Summer 2008</i> <i>Fall 2008</i> <i>Spring 2009</i>	Graphic Workstations... explore the Macintosh Operating System and applications including iPhoto, iTunes, iMovie, GarageBand, FontBook, Sherlock, iCal, AddressBook and Dashboard. Learn to navigate the Mac Operating System and manage files and folders.	1
10-104-110 <i>Offered in:</i> <i>Summer 2008</i> <i>Fall 2008</i> <i>Spring 2009</i>	Marketing Principles... marketing management, market segmentation, market research, consumer behavior, product decisions and management of distribution, pricing, promotional decisions for strategy planning.	3
10-801-196 <i>Offered in:</i> <i>Summer 2008</i> <i>Fall 2008</i> <i>Spring 2009</i>	Oral/Interpersonal Comm... the communication process, perception and self-concept, language, listening, nonverbal communication, interpersonal relationships, communication in groups and public communication; prepare and deliver an oral presentation.	3
10-194-165 <i>Offered in:</i> <i>Summer 2008</i> <i>Fall 2008</i> <i>Spring 2009</i>	Real Estate Exam Prep... of the concepts, principles, and practices necessary to begin a real estate sales career. Completion of the course meets the 72-hour education requirement for the Salesperson's License, Wisconsin Act 305.	4
10-104-101 <i>Offered in:</i> <i>Summer 2008</i> <i>Fall 2008</i> <i>Spring 2009</i>	Selling Principles... selling as a career; success factors in selling; personality development; product knowledge; and the sales process involving preparation, approach, presentation-demonstration, handling objections, and closing the sale successfully.	3
<i>Certificate Total</i>		20

For more information, please contact: The Business & Information Technology Division, (920) 498-5435 or (800) 422-NWTC, extension 5435, or contact Donna Meves, Flexible Learning Manager, (920) 498-6872 or (920) 498-5431, donna.meves@nwtc.edu