

Syllabus
HACE 4330: Leasing Strategies in Residential Property Management
9:30 – 10:45 am Tuesdays & Thursdays
Dawson Hall Room 110
Instructor: Debbie Phillips
Spring 2009

Welcome to HACE 4330! I am excited to have you in this class! Whether you are joining us for the first time or if you are looking to further enhance your understanding of our industry, I promise to make this course interesting, challenging, and fun!

Below I have listed the breakdown of points so that you can monitor your grade level. It is my goal to expose you to as many “real world” opportunities as I possibly can. I believe that true learning comes through experience!

Course Objectives:

The goal of this course is to provide students with a basic understanding of the leasing and marketing strategies necessary to operate an apartment community. Information presented in this class will enable one to begin a career in property management.

Class Point Breakdown:

Class Participation/ Attendance/Speaker Summaries	300
Shopping Report	100
Case Study:	200
Knowledge Share (50 points each)	200
-Demographic Trends in Multi-Family Housing	
-Sales Strategies	
-Marketing Strategies	
-Customer Service Strategies	
Final Exam- Property Mgmt.	200
Total:	1000

Grade/Point Structure:

A	930-1000
A-	900-929
B+	870-899
B	830-869
B-	800-829
C+	770-799
C	730-769
C-	700-729
D	600-699
F	0-590

Students taking this course to meet HACE requirements are required to earn a C or better. Students earning a C- or below have not met that requirement.

Class Materials:

- *Primary Text- Consumer Behavior* – Henry Assael. 2003 Houghton Mifflin Company
- ISBN-10: 0-618-22215-4
- *Secondary Text – Practical Apartment Management* – Kelley, Edward. CPM, REM 2001.
- WebCT

Contact Information:

*** The best way to reach me is:
phone: 404-787-4409
email: debbie@thequadrillion.com

*** My Graduate assistant is:
Melissa Wilmarth – Melissa.wilmarth@gmail.com

I would love to meet with you personally to discuss your career plans or any other concerns. If you would like to set up a meeting for breakfast or another convenient time, please contact me, directly by e-mail. If you need information about your grade, points, attendance, assignments, etc, please contact Melissa Wilmarth and she will assist you.

Punctuality/ Participation/ Attendance (PPA):

Class participation and attendance are strongly encouraged. Just like in the real world... "it pays to show up and participate!" **Attendance will be taken everyday by the GA's and will be posted bi-weekly on WebCT so you can monitor your points/ performance.** Attendance will be taken via questionnaires and speaker summaries. You will be asked to answer a question that pertains to the day's topic or guest speaker. You will be provided with this question at the beginning of class and you will turn in the answer at the end of class. If you are caught completing an attendance questionnaire for someone other than yourself, you will be reported to the Committee for Academic Honesty. Note: If you are late, please do not come in the classroom- it is distracting to the other students. The door will be locked after the class lecture has started. **If you sleep in class, you will be asked to leave!** Plan to participate or skip the class entirely. Put forth the effort and you will be rewarded!

Knowledge Shares:

You will be given four topics to research. These assignments will include researching topics and reporting on your findings via a summary. After finding information on these topics, you should type a summary of no more than two pages per topic. Please attach a copy of the source document with your findings summarized. Spelling, punctuation, and grammar will be evaluated.

Property Management Applications - Final Exam:

You will be given a final exam worth 200 points. We will have a review session during class, to be scheduled in April.

Late Assignments:

Assignments that are turned in late (after 10:45am on the due date) will result in a 50% reduction in the total points available to earn on this assignment. For example, if assignments are placed in my box after the class period, they will be considered late and the points will be reduced by 50%.

Academic Honesty:

All academic work must meet the standards contained in "A Culture of Honesty." Students are responsible for informing themselves about those standards before performing any academic work. A full version of *A Culture of Honesty* is found on-line at <http://www.uga.edu/ovpi> or www.uga.edu/honesty.

- ***This course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. Optional points may become available based on industry related events. This information will be posted on WebCT.***

Please Note: Make a mental determination of what you want to get from this course. It can be fun and rewarding, but also challenging at times. Make plans for success!