

BACHELOR OF SCIENCE IN REAL ESTATE MANAGEMENT

The real estate management major prepares students with knowledge and skill sets needed to succeed in highly competitive real estate management environments. The program entails a grounding in general education and core business classes and focuses on providing a strong theoretical background and applied skills to prepare for modern issues encountered in the field of real estate including real estate finance, negotiation and law.

Complete a total of 120 credit hours including a program of general education (39-42 hours), business core* (45 credit hours) and Real Estate Management courses. Coursework includes:

REQUIRED COURSES

- Principles of Real Estate
- Real Estate Finance
- Real Estate Negotiation
- Real Estate Law
- Strategic Sales and Customer Experience Management
- Negotiation and Conflict

ELECTIVE COURSES

- Real Estate practicum courses
- Intro to Leadership
- Digital Marketing
- Social Media
- Consumer Behavior
- Organizational Behavior
- Real Estate Digital Marketing Strategy

**Business core requirements include coursework in key areas of management, marketing, accounting, economics, finance and others. Please see Core Requirements in catalog for details.*



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Real estate certificate and degree programs are designed to provide foundational and practical knowledge. They are not intended for Real Estate licensure in any state. Programs offered online only.

The information featured in this publication does not in any way imply or guarantee specific outcomes. Career entry or advancement may require additional education, experience, or licensure. Visit Catalog.CCIS.edu for a complete listing. The information contained on this card relates to the 2022-23 academic year and is subject to change.

Real Estate

AT COLUMBIA COLLEGE



Our real estate programs prepare you with the knowledge and skill sets needed to succeed in highly competitive real estate management environments.

Potential career paths

Our programs are designed to develop and hone the skills you need to succeed as a real estate agent or broker.

Learn digital marketing for real estate, real estate negotiation or real estate management.

Columbia College offers:

- ▶ Accelerated programs
- ▶ Lifelong career support

Certificate and Degree Programs

Columbia College offers three certificates in real estate: Digital Marketing for Real Estate, Real Estate Leadership and Real Estate Negotiation.

These certificates are available for both degree-seeking students and those who do not wish to obtain a degree.

Additionally, the college offers an Associate in Science in Real Estate Management degree.

What You'll Learn

Individuals holding an active Real Estate Salesperson or Broker's State License will not have to take FINC 397 Principles of Real Estate (3 credits).

DIGITAL MARKETING FOR REAL ESTATE CERTIFICATE

Use highly effective digital marketing strategies in competitive real estate environments. With a grounding in marketing principles, focus on key digital marketing areas such as websites, online ads and social media.

Complete 16 credit hours in the following courses:

- Digital Marketing
- Principles of Marketing
- Principles of Real Estate
- Social Media
- Real Estate Digital Marketing Strategy Practicum

REAL ESTATE LEADERSHIP CERTIFICATE

Gain insight into leadership theories and practices to be positioned to lead in the field of real estate.

Complete 16 credit hours in the following courses:

- Intro to Leadership Concepts
- Organizational Behavior
- Principles of Management
- Principles of Real Estate
- Real Estate Leadership Strategy Practicum

REAL ESTATE NEGOTIATION CERTIFICATE

Sharpen your ability to arbitrate, mediate and find compromises.

Complete 16 credit hours in the following courses:

- Negotiation & Conflict
- Principles of Management
- Principles of Real Estate
- Real Estate Negotiation
- Real Estate Negotiation Strategy Practicum

ASSOCIATE IN SCIENCE IN REAL ESTATE MANAGEMENT

Gain a better understanding of contemporary issues and emerging trends in management within business and the real estate industry.

Complete 60 hours, including core courses in the following areas:

- Principles of Real Estate
- Real Estate Finance
- Introduction to Business
- Principles of Management
- Organizational Behavior
- Principles of Marketing

Select from electives such as Advertising and Sales Promotion, Consumer Behavior, Digital Marketing, Negotiation and Conflict, Business Law, Introductory Business Analytics, Real Estate Negotiation and Social Media.