

ABSTRACT

CREATIVE PROJECT: Social Media and Internet Marketing in Residential Property Management: Development of a Learning Module for FCSPM 275
Marketing and Leasing Residential Properties

STUDENT: Casey Ray Douglas Rusk

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Nearly 38 million households, or 33% of the United States population, are renters (National Multi Housing Council [NMHC], 2010). Individuals currently seeking a new apartment home are faced with many ways to find their new home. However, not all property managers or property management companies use the Internet or social media websites to market their properties. Property managers and leasing professionals need to determine if the marketing techniques they use meet the needs of the renters they hope to acquire.

The researcher did an extensive literature reviews on numerous topics that include current trends in apartment living, legal issues, Internet marketing, and the use of social media and Internet marketing in residential property management. After the researcher completed the literature review he created a module of learning to be taught in the Ball State University Course “Marketing and Leasing Residential Properties,” FCSPM 275. This module of learning includes PowerPoint slides, a homework assignment, and a module quiz.