APPENDIX A:

CURRENT COURSE SYLLABUS

FCSPM 275
SYLLABUS: FCSPM 275
MARKETING AND LEASING RESIDENTIAL PROPERTIES

1. **Course Description.** (3) Attracting and retaining qualified residents is the foundation of the multi-family housing industry. This course, through hands-on activities and investigations, provides the appropriate skills for successfully marketing and leasing residential properties. Prerequisite: FCSMR 104, 235

2. **Course Objectives.**
   Following successful completion of the course, the student will be able to:

   - Evaluate Fair Housing laws throughout the marketing process
   - Describe the need for product preparation/product knowledge in creating an image
   - Evaluate promotional activities in conjunction with the overall marketing plan
   - Describe the role of the leasing consultant in the marketing of residential properties
   - Evaluate appropriate telephone techniques
   - Evaluate appropriate techniques for showing the property
   - Evaluate effective presentation techniques to close a sale
   - Evaluate appropriate techniques for qualifying a prospective resident
   - Use appropriate technique to shop the competition
   - Identify contemporary issues in marketing and leasing residential properties

3. **Course Rationale.** The foundation of the multi-family housing industry is the ability to attract and retain qualified residents, in an effort to provide a return on the owners' investment. As a result, the residential community must be appropriately marketed. While students in the Residential Property Management program take a course in Marketing theory, no other course provides the necessary hands-on marketing training that will be necessary to be successful in the industry. The course also provides the information that students will be tested on in the National Apartment Leasing Professional and Certified Apartment Manager exams.

4. **Course format.** Lecture.

5. **Course content.**

   Role of a Leasing Consultant
   - Characteristics
   - Responsibilities
   - Qualifications
   - Education

   Telephone Techniques
   - Preparation
   - Etiquette
   - Listening
   - Caller Needs
Closing
Follow-up
Service Requests
Fair Housing implications

Internet Leasing
Internet Basics
Leasing Tools
Online Advertising
Electronic Leasing
Follow-up
Fair Housing implications

Leasing Demonstration
Product knowledge
Feature-benefit-emotional appeal
Safety issues
Resolving objections
Closing techniques
Follow-up
Fair Housing implications

Rental Policies and Procedures
Application
Verification
Lease preparation
Contract law
Other documents
Move-in process
Resident relations
Fair Housing implications

Legal Aspects
Overview of Fair Housing Law
Americans with Disabilities Act
Multicultural leasing
Credit history
Criminal background checks
Safety practices
Emergency situations

Qualifying Residents
Preparation
Curb appeal
Leasing center
Leasing notebook
Fair housing implications

Contemporary Issues in Marketing and Leasing
(topics will vary)


Current Texts:


Other Materials:


Journals:

Journal of Property Management
Units magazine

The students are evaluated by the instructor. Evaluation criteria and method for determining course grade must be distributed to the students at the beginning of the semester.
APPENDIX B:

REVISED COURSE SYLLABUS

FCSPM 275
SYLLABUS: FCSPM 275
MARKETING AND LEASING RESIDENTIAL PROPERTIES

1. **Course Description.** (3) Attracting and retaining qualified residents is the foundation of the multi-family housing industry. This course, through hands-on activities and investigations, provides the appropriate skills for successfully marketing and leasing residential properties. Prerequisite: FCSMR 104, 235

2. **Course Objectives.**
   Following successful completion of the course, the student will be able to:
   
   - Evaluate Fair Housing laws throughout the marketing process
   - Describe the need for product preparation/product knowledge in creating an image
   - Evaluate promotional activities in conjunction with the overall marketing plan
   - Describe the role of the leasing consultant in the marketing of residential properties
   - Evaluate the uses of social media and Internet marketing in residential property management.
   - Evaluate appropriate telephone techniques
   - Evaluate appropriate techniques for showing the property
   - Evaluate effective presentation techniques to close a sale
   - Evaluate appropriate techniques for qualifying a prospective resident
   - Use appropriate technique to shop the competition
   - Identify contemporary issues in marketing and leasing residential properties

3. **Course Rationale.** The foundation of the multi-family housing industry is the ability to attract and retain qualified residents, in an effort to provide a return on the owners' investment. As a result, the residential community must be appropriately marketed. While students in the Residential Property Management program take a course in Marketing theory, no other course provides the necessary hands-on marketing training that will be necessary to be successful in the industry. The course also provides the information that students will be tested on in the National Apartment Leasing Professional and Certified Apartment Manager exams.

4. **Course format.** Lecture.

5. **Course content.**
   
   Role of a Leasing Consultant
   - Characteristics
   - Responsibilities
   - Qualifications
   - Education

   Telephone Techniques
   - Preparation
   - Etiquette
Listening
Caller Needs
Closing
Follow-up
Service Requests
Fair Housing implications

Internet Leasing
Internet Basics
Leasing Tools
Online Advertising
Electronic Leasing
Follow-up
Fair Housing implications

Social Media
Facebook
Twitter
Craigslist

Legal Implications

Leasing Demonstration
Product knowledge
Feature-benefit-emotional appeal
Safety issues
Resolving objections
Closing techniques
Follow-up
Fair Housing implications

Rental Policies and Procedures
Application
Verification
Lease preparation
Contract law
Other documents
Move-in process
Resident relations
Fair Housing implications

Legal Aspects
Overview of Fair Housing Law
Americans with Disabilities Act
Multicultural leasing
Credit history
Criminal background checks
Safety practices
Emergency situations

Qualifying Residents
  Preparation
  Curb appeal
  Leasing center
  Leasing notebook
  Fair housing implications

Contemporary Issues in Marketing and Leasing
  (topics will vary)


Current Texts:


Other Materials:


Journals:

*Journal of Property Management*

*Units* magazine


The students are evaluated by the instructor. Evaluation criteria and method for determining course grade must be distributed to the students at the beginning of the semester.
APPENDIX C:

POWERPOINT SLIDES
The Uses of Social Media and Internet Marketing in Residential Property Management
• Day 1: Lecture
• Day 2: Lecture
• Day 3: Lecture
  • Assign homework
• Day 4: Review assignment
  • Take quiz

Module Overview
WHAT IS SOCIAL MEDIA AND INTERNET MARKETING
Internet stands apart from other media sources because it allows “users” to interact.

- Internet stands apart from other media sources
- Five types of people using the internet
  - Online Insiders
  - Social Clickers
  - Content Kings
  - Fast Trackers
  - Everyday Pros

Internet Marketing
Time Spent Online

- Communication: 27%
- Leisure or Entertainment: 15%
- News or Information: 19%
- Personal Productivity: 27%
- Shopping: 12%
• Online Insiders
• Social Clickers
• Content Kings
• Everyday Pros
• Fast Trackers

Five Types of People

Online Insiders- are very active on the Internet and highly influential online shoppers
Social Clickers- are heavy communicators online, they tend to be younger and less affluent
Content Kings- tend to be young, males addicted to online entertainment and spend the least amount of time communicating online
Everyday Pros- Participate in activities that relate to online shopping (e.g.) they will rate or review products, but not publish a personal blog
Fast Trackers- are perceived as being not too interested in using the Internet to meet their immediate needs such as checking the news, weather or sports, they want to get on and get off quickly primarily as receivers of information rather than creators
RentSentinel allows property management companies to build better ads with less effort. They can create dynamic ads, store property photos & content and post Craigslist ads in seconds. Users can receive daily email reminders and pre-built ads ready to post.

- Craigslist generates 7% of rentals for Avalon Bay Communities
  - 500,000 total apartment homes across the U.S
  - 7% x 500,000 = 35,000 total rentals from Craigslist
- RentSentinel
  - 95% increase in people viewing current apartment availability online from 2005 to 2006
    - 307% increase from 2004 to 2006
  - 66% increase in people who made apartment reservations online from 2005 to 2006
    - 262% from 2004 to 2006

Craigslist Marketing
This is a partial example of a RentSentiel Ad. As you can see they are very well designed and have a lot of information prospects need.
SOCIAL MEDIA MARKETING
Traditional Customer Relationship Marketing is about transaction
Social Media Customer Relationship Marketing is about conversation, the transaction will follow
- 750 million users
- 1 in 10 people on earth
- 50% log in everyday
- Most popular social media site
- Is not for business to business interaction
- Facebook Fan Pages encourage interaction between people and the brands they love
  - Create events, post photos, videos, and polls
Simple concept
1. Create an account
2. Start posting 140 character updates

- 200 million tweets per day
- 460,000 new accounts every day
- 9th most visited website
- Professional used for:
  - Breaking news, industry information, and networking.
- Consumers use Twitter for:
  - Communicating with friends and family, breaking news, deals from their favorite brands

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**Twitter**
Ikea’s Facebook went viral when it came up with the idea to have fans tag photos of IKEA furniture with their friends, whoever tagged first won that piece of furniture. Being social means interacting with customers, listening to their conversations and inviting them to participate through innovative tactics.
CREATING A FACEBOOK BUSINESS PAGE
Here you will pick the type of business you are creating a page for.

Multifamily Housing I would pick Local Business or Place...it will get more specific
1) After clicking on local business this will come up
2) Use the drop down box to get even more specific
   1) Real Estate is best for apartment communities
   2) Make sure you fill in ALL information
   3) Agree to the terms
3) Next it will ask you to upload a profile picture or import from a website
   1) Make sure you have the rights to the picture
4) Next Facebook will ask you to give them some information about the site you are creating. The more information the better
5) Now its going to ask you for a custom url
   1) Don’t use names of other companies i.e. coke
   2) It should be the name of your apartment community
6) Now that the site is set up start creating content...add pictures....floorplans...etc. make it your own and make it fun
CREATING A TWITTER ACCOUNT
See new to twitter? Fill in the information....one account per email address so you might have to create a new email
The next page will allow you to pick your username, although it will suggest one based on your name and will confirm everything is in order.

It's as easy as that now start tweeting follow residents, other business in the area, and create good content as discussed earlier.
LEGAL ISSUES
• Trademark and Copyright Issues
• Complying with the Terms and Conditions
• User-Generated Content
• Sweepstakes, Contests, and Other Promotions
• Privacy and Data Security Issues

Legal Risks
• Protect Trademarks and Copyrights
  • The brand is often as important as the product
  • Monitor social media to ensure their intellectual property is not being misused
  • Impersonation can damage the brand and reputation

**Trademark and Copyright Issues**
Many sites have provisions regarding spamming or the use of sending unsolicited messages to a mass audience.

- Govern the use of the site
- Advertising
- Sweepstakes
- Contests and giveaways
- Spamming
- Contests can make users violate the terms and conditions
  - The marketer could be held responsible

**Complying with the Terms and Conditions**
Users who create content in connection will develop a strong connection to the brand

- Comes with a high degree of creditability
  - A friend, a co-worker, a family member

- Risky
  - Libel, copyright infringement, trademark

- Monitor, Monitor, Monitor

User-Generated Content

You more easily believe what your friends say vs. a paid actor.

If a user posts a photo or trademark on your Facebook page without knowing they are breaking the law you could be responsible if it's not taken care of.
• Very effective way of reaching a broad audience
• People talk if prizes are involved
  • Allows people to spread the word about the promotion without much effort
• CAN-SPAM Act

**Sweepstakes, Contests, and Other Promotions**

CAN-SPAM Act makes it illegal to email a mass message to people who have not subscribed to your service. It also mandates you include an opt-out link in every email so users can unsubscribe easily.
Privacy policies govern their use of consumer data and third party conduct on the social media platform with respect to personal data.

The act, effective April 21, 2000, applies to the online collection of personal information by persons or entities under U.S. jurisdiction from children under 13 years old. It says what a website operator must include in a privacy policy, when and how to seek verifiable consent from a parent or guardian, and what responsibilities an operator has to protect children's privacy and safety online including restrictions on the marketing to those under 13. While children under 13 can legally give out personal information with their parents' permission, many websites altogether disallow underage children from using their services due to the amount of paperwork involved.

- Facebook and Twitter have their own privacy policies.
- Cannot encourage users to interact in illegal activity.
- Federal Trade Commission and states have targeted companies for failing to protect data.
- Children’s Online Privacy Protection Act (COPPA)
USES IN PROPERTY MANAGEMENT
Resident Portals allow prospects to tour apartment communities and complete rental applications.

Resident portals allow residents to pay rent, request maintenance, take property surveys, and interact with other residents.

Until recently you had to go to the community and apply for the apartment, not anymore.
Posting good quality content will attract users, but creating a conversation will keep them coming back!

Use call to actions to get them to comment or “like” a status update....“Like this status if your excited about the pool party tomorrow”.

Don’t be afraid of complaints if you get one just calmly reply, don’t place blame and encourage them to contact you, give contact information. This will show other people you take complaints seriously and try to make them right.

If you post pictures of residents make sure you get written permission to do so.

Post pictures of the staff even maintenance.
### Twitter

<table>
<thead>
<tr>
<th>Do’s</th>
<th>Don’ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Find followers through Twitter searches and by participating in conversations.</td>
<td>• Post only availability</td>
</tr>
<tr>
<td>• Use hashtags (#) when appropriate</td>
<td>• Have an incomplete profile</td>
</tr>
<tr>
<td>• Re-tweet interesting content</td>
<td>• Worry about the number of followers the organization has</td>
</tr>
<tr>
<td>• Respond to users, become social</td>
<td>• Tweet about things that are irrelevant to the audience</td>
</tr>
<tr>
<td>• Post content that supports the goals and strategy of the company</td>
<td></td>
</tr>
</tbody>
</table>
• Tweet- is an update posted on twitter
• @- mention, used with a username to create a link to that twitter profile.
• RT- Re-tweet something means to copy a tweet sent by another user and repost it
• #- hashtag, used to designate a keyword
  • Usually at the end of the tweet.

**Twitter Lingo**
• The number of Facebook “likes” or Twitter “followers” is a basic way of telling how many people you are reaching
  • Should grow over time
• Number of referrals
• Number of Re-Tweets
• Number of clicks on links posted on Facebook or Twitter posts
• Number of comments or likes on Facebook posts

Measuring Success
• http://youtu.be/eL3beAf7nmQ
• http://www.youtube.com/watch?v=JUK_-p1SNKw

Facebook and Twitter Mistakes
• The Good
  • https://www.facebook.com/FishermansVillageApts
• The Bad
  • https://www.facebook.com/alexandriacarmel
• The Ugly
  • https://www.facebook.com/groups/33949711037/

The Good The Bad &
The Ugly

Use these sites to point out good and bad things about each. Keep in mind students will be doing the same thing with their assignment.

Are they updated regularly, are there photos, are there floor plans? Resident pictures, staff pictures, contact info, leasing info etc.
APPENDIX D:

HOMEWORK ASSIGNMENT
Social Media Assignment

Using what you have learned in the lecture material about social media and Internet marketing use any of the websites below to become familiar with a city outside of your state. After using the below websites pick three apartment communities and visit their direct website. If you are unable to find their website pick a different community.

- www.apartments.com
- www.apartmentguide.com
- www.forrent.com
- www.apartmentfinder.com
- www.move.com
- www.rent.com
- www.mynewplace.com

Create a report of the following information:
- name/city/state of the apartment community
- URL for the website/online ad
- evaluation

The evaluation should be based on the things you learned in class:
- Does the website have a direct link to their social media pages?
  - Do they have a call to action?
- What social media sites do they use if any?
  - If they don’t what would your suggestion be?
- Are they using their social media sites as a resident retention tool? A marketing tool to prospects? Both?
- How often are they updating it?
  - Is it often enough? If not explain.
- What types of media are they posting?
- What suggestions would you make to the manager to improve their social media.

Your report is to be two pages double-spaced size 12 font. Your report should also be a comparison between the three apartment communities. You are encouraged to use pictures, screen shots, and anything else to support your project. These extra items should be in a supportive role and should not be used as page filler. If you use supporting material either make your report longer or have an appendix.
APPENDIX E:

MODULE QUIZ
Multiple Choice: Choose the best answer (only one answer is correct)

1) Are very active on the Internet and are highly influential online shoppers
   A) Fast Trackers
   B) Content Kings
   C) Social Clickers
   D) Online Insiders

2) Are heavy communicators online and they tend to be younger and less affluent.
   A) Social Clickers
   B) Everyday Pros
   C) Online Insiders
   D) Content Kings

3) Tend to be young males addicted to online entertainment and spend the least amount of communicating online.
   A) Everyday pros
   B) Social Clickers
   C) Fast Trackers
   D) Content Kings

4) Participate in activities that relate to online shopping (e.g., they will review products but not publish a personal blog.)
   A) Online Insiders
   B) Social Clickers
   C) Everyday Pros
   D) Content Kings

5) This type of communication is about the transaction.
   A) Social Media Customer Relationship Marketing
   B) Business to Business Marketing
   C) Traditional Customer Relationship Marketing
   D) Personal to Business Marketing
6) This type of communication is about the conversation.
   A) Social Media Customer Relationship Marketing
   B) Business to Business Marketing
   C) Traditional Customer Relationship Marketing
   D) Personal to Business Marketing

7) The CAN-SPAM act governs which of the following?
   A) Facebook
   B) Social media
   C) Email messages
   D) Twitter

8) Resident Portals allow residents to do which of the following?
   A) See floor plans
   B) See maps
   C) Take a virtual tour
   D) Pay rent

9) Resident Portals allow prospects to do which of the following?
   A) Make an appointment to see the community
   B) Pay rent
   C) Request Maintenance
   D) Complete a property survey

10) You can measure the success of your social media sites by doing which of the following?
    A) Number of referrals
    B) Number of fans that leave
    C) Time you spend updating the site
    D) Amount of money you spend

True or False: Turn false statements into true statements.

11) Twitter allows an unlimited number of characters in a single tweet.
    A) True
    B) False
12) The average person spends 50% of their time online communicating with others.

A) True
B) False

13) Social Kings are one of the five types of people online.

A) True
B) False

14) Content Kings are young males addicted to online entertainment

A) True
B) False

15) Facebook and Twitter are two of the most commonly used social media sites.

A) True
B) False

Definition Matching: Match the term with the definition.

16) Is an update posted on Twitter.

17) To copy a tweet sent by another user and repost it.

18) Used to designate a keyword.

19) used with a username to create a link to another Twitter profile.

20) A website that is used in Craigslist marketing.

Terms:

A) RentSentinel
B) #, Hashtag
C) Tweet
D) RT-Retweet
E) @, Mention
Short Answer: Answer the questions below in paragraph format.

21) What are three common mistakes made on Facebook?

22) What are three common mistakes made on Twitter?

23) Describe three of the five types of people using the Internet.
24) Define social media marketing.

25) Define Internet Marketing.

Bonus Questions:

Discuss 3 legal issues as they relate to Internet and Social Media Marketing.
APPENDIX F:

CITI COMPLETION CERTIFICATE
CITI Collaborative Institutional Training Initiative

Social & Behavioral Research - Basic/Refresher Curriculum Completion Report
Printed on 3/29/2012

Learner: Casey Ray Rusk (username: cdrusk)
Institution: Ball State University
Contact Information 5319 W Keller Road
Apt 3
Muncie, IN 47304 United States
Department: Family and Consumer Sciences
Phone: 812-599-1468
Email: casey.ray.rusk@gmail.com

Social & Behavioral Research - Basic/Refresher: Choose this group to satisfy CITI training requirements for Investigators and staff involved primarily in Social/Behavioral Research with human subjects.

Stage 1. Basic Course Passed on 09/27/10 (Ref # 5010240)

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<tr>
<th>Required Modules</th>
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<td>Belmont Report and CITI Course Introduction</td>
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<td>History and Ethical Principles - SBR</td>
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<td>Defining Research with Human Subjects - SBR</td>
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<td>Assessing Risk in Social and Behavioral Sciences - SBR</td>
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<td>Conflicts of Interest in Research Involving Human Subjects</td>
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For this Completion Report to be valid, the learner listed above must be affiliated with a CITI participating institution. Falsified information and unauthorized use of the CITI course site is unethical, and may be considered scientific misconduct by your institution.

Paul Braunschweiger Ph.D.
Professor, University of Miami
Director Office of Research Education
CITI Course Coordinator