

REAL ESTATE

OPEN NEW DOORS

@ Columbia College



Prepare for entry or advancement and leadership in the real estate industry as you gain a deeper understanding of management, marketing and negotiation.

POTENTIAL PATHS



Real estate employment is growing at a faster-than-average rate, according to the U.S. Bureau of Labor Statistics.

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

Learn digital marketing for real estate, real estate negotiation and 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 (3)	Principles of Marketing (3)
Principles of Real Estate (3)	Social Media (3)
Real Estate Digital Marketing Strategy Practicum (4)	

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 (3)	Organizational Behavior (3)
Principles of Management (3)	Principles of Real Estate (3)
Real Estate Leadership Strategy Practicum (4)	

REAL ESTATE NEGOTIATION CERTIFICATE

Sharpen your ability to arbitrate, mediate and find compromises.

Complete 16 credit hours in the following courses:

Negotiation & Conflict (3)	Principles of Management (3)
Principles of Real Estate (3)	Real Estate Negotiation (3)
Real Estate Negotiation Strategy Practicum (4)	

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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, 15 of which will be general education classes. Complete core courses in the following areas:

Business Law

Intro to Business

Introductory Business
Analytics

Organizational Behavior

Principles of Management

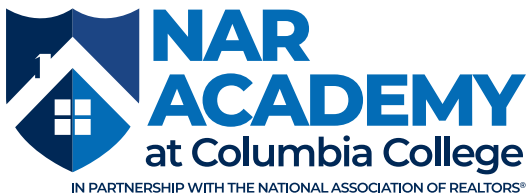
Principles of Marketing

Principles of Real Estate

Real Estate Finance

Real Estate Negotiation

Select from electives such as advertising and sales promotion, consumer behavior, digital marketing, negotiation and social media.



Admissions@CCIS.edu | CCIS.edu
(573) 875-7515 or (833) 844-3328

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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.

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