

# TECHNOLOGY & MARKETING BLOCK **COURSE** January - June 2017

## 1 day Technology & Marketing **BLOCK** course



The REIQ's TECHNOLOGY & MARKETING BLOCK course teaches the latest in marketing methods and use of digital media to both newcomers and existing professionals.

The TECHNOLOGY & MARKETING BLOCK course can be studied on its own to gain further insight into Digital Media and Technological aspects of the real estate profession or in conjunction with REIQ's other block courses, REGISTRATION, PROPERTY MANAGEMENT, SALES and FINANCE which together contain the 19 competencies needed to obtain the Full real estate licence.

Students completing the TECHNOLOGY & MARKETING BLOCK course will gain two credits towards a full real estate agent's licence qualification.

### Study options

The one day TECHNOLOGY & MARKETING BLOCK course can be studied in class or you may prefer to study the two competencies (CPPDSM4013A and CPPDSM4014A) online while Technology and Digital Media in Real Estate can only be undertaken online. Enrolment forms are available on our website | [reiq.com](http://reiq.com) or phone us on 3249 7347 for more information.

Students studying in class will be issued with hard copy manuals when they attend each competency. Both contact class and online students complete their assessments online. If you prefer printed assessments an additional \$50 fee applies. Online students have the option of receiving their manuals in hard copy for an additional \$50.

Additionally, REIQ offers a wide range of ongoing specialist and tailored training sessions and conferences for real estate professionals. Visit our website at [reiq.com](http://reiq.com) for further information and calendars for upcoming events and specialised courses.

The REIQ Student Handbook containing information on REIQ's policies, procedures and fees is available at [reiq.com](http://reiq.com)

**\$300 REIQ members**  
**\$350 non-members**

Daytime Classes (1 day)  
or  
Online

#### CPPDSM4013A Market property for lease

- Real estate property management marketing
- Preparing marketing materials
- Implementing marketing activities for property management

#### CPPDSM4014A Market property for sale

- Real estate sales marketing
- Target marketing
- Product, price, place and promotion
- Advertising media
- Creating effective advertisements
- Marketing strategies
- Preparing marketing materials

#### Technology & Digital Media in Real Estate (this unit is not Nationally Recognised)

- Social media
- Privacy policies and settings
- Creating a digital footprint
- Effective use of customer relationship management systems
- Online marketing

#### COMPREHENSIVE 1 DAY CLASS DATES:

<b>BRISBANE</b>	13 January	23 March	18 May
<b>GOLD COAST</b>	10 February	12 April	19 June
<b>SUNSHINE COAST</b>	16 March		
<b>TOOWOOMBA</b>	26 June		



#### FOR MORE INFORMATION OR TO ENROL:

REIQ Professional Development  
PO Box 1555  
Coorparoo DC Qld 4151  
F. 3891 5359  
E. [courses@reiq.com.au](mailto:courses@reiq.com.au)  
P. 3249 7347

REIQ Gold Coast  
PO Box 3374  
Australia Fair Post Office  
Southport Q 4655  
F. 5571 0753  
E. [gctraining@reiq.com.au](mailto:gctraining@reiq.com.au)  
P. 5527 1614

REIQ Sunshine Coast  
PO Box 5640  
Maroochydore BC Q 4558  
F. 5479 6383  
E. [scadmin@reiq.com.au](mailto:scadmin@reiq.com.au)  
P. 5479 6272