

**Department of Apparel, Housing and Resource Management  
College of Liberal Arts and Human Sciences**

**Residential Property Management (RPM) Option Plan:  
Discipline Specific Spoken, Visual, Written Communication**

**Introduction**

The residential property management (RPM) option prepares students to become property management professionals who strive to create the greatest net operating income for the properties they manage. The RPM Option provides graduates with the requisite course work to pursue the Certified Apartment Management (CAM) designation administered by the National Apartment Association. The primary career path for graduates is to become an assistant apartment manager, a property manager and then a regional property manager; however, many graduates are employed in commercial property management, community association management, or marketing, training, development, and brokerage of residential or commercial properties.

Members of the Residential Property Management Advisory Board and other property management professionals consistently identify the need for strong written, verbal, and graphic communication skills. Communication requirements for an RPM graduate might range from communicating with a resident about a late payment or noise complaint to writing a due diligence report for an owner that would include graphs and charts.

**Goal and Objectives**

Graduates of the residential property management option should have developed the necessary skills to communicate orally, visually, and in writing the related subject matter that will enable them to excel in their first jobs while providing a foundation for continued skill development as they advance in their careers.

After successfully completing the residential property management option, each graduate should be able to:

1. Determine the differences among audiences (owner, resident, financial institution, staff) and decide on the most effective form of communication with each.
2. Compose effective letters, memos, and technical reports that provide an effective argument for a defined audience.

3. Give effective oral presentations to consumers, owners, and other industry professionals that clearly demonstrate an understanding of the nature of the property management industry.
4. Interpret, design, and incorporate graphic aids such as graphs, charts, photos, or spreadsheet data in technical reports and management plans.
5. Either individually or collaboratively, develop a written management plan for a property that includes the necessary graphic and visual presentations and orally communicate the plan to owners using appropriate visual tools.

### **Implementation Plan**

Each of the AHRM courses required in the residential property management curriculum includes elements of spoken, written, and visual communication. It is a philosophy that permeates the entire curriculum in the housing area of AHRM. For purposes of the Spoken, Visual, and Written Communication (SVWC) Plan, courses most closely allied with the above objectives will be highlighted. The current RPM curriculum meets the SVWC requirements; thus, no new courses are needed, and check sheets will not change for the purpose of meeting the SVWC requirements.

Most students enter the residential property management option as transfer students, and therefore, no courses are offered at the freshman level. Courses at the sophomore, junior, and senior levels include many opportunities for developing strong skills related to the SVWC plan and will be described below. As students move from 2000- through 4000-level courses, the expected competencies for subject matter content and communication skills increase.

#### Sophomore Year

##### *AHRM 2504 Resource Management for Individuals and Families*

- Students write at least three papers and participate in peer reviews. This is currently a writing intensive (WI) course, but writing assignments are not expected to change when this is no longer a WI-designated course.

##### *AHRM 2675-2676 Residential Property Management*

- Students prepare one paper focusing on a demographic analysis, one evaluation of a property management internet site, and one evaluation of an oral presentation by a leasing professional at a residential community.
- Students write the design concept for a logo and develop an ad for an apartment community that includes both written and visual elements.
- Students prepare a comparative analysis of properties and make an oral presentation using PowerPoint.

## Junior Year

### *AHRM 3604 Family Housing*

- Students prepare two analysis papers: one based on client interviews and one based on market research.

### *AHRM 4964 Field Study in Residential Property Management*

- Students keep a written log of daily activities and write a final evaluation of the experience.
- Students write four one-page evaluations of their performance in situations they confronted during the internship.
- Students present an oral report on the internship that includes a PowerPoint presentation.

### *AHRM 3614 Maintenance for Property Managers*

- Students prepare a written critique of a training session given by a local home improvement store.

### *AHRM 4684 Advanced Property Management<sup>1</sup>*

- Students analyze a real estate investment opportunity and make recommendations in writing and present their recommendations orally to the class.

## Senior Year

### *AHRM 4604 Housing: Energy and the Environment*

- Students write three papers using current data collected by multiple methodologies.
- Students conduct “real world” situational analyses and present the results in written, visual, and oral formats.

### *AHRM 4664 Universal Design*

- Term project is a team design that requires both a graphic plan and an oral presentation.

### *AHRM 4674 Managing and Marketing Housing for Later Life*

- Students write three papers that require them to analyze the suitability of an assisted living facility for a relative, evaluate a floor plan for active adult living, and compare the difference in housing needs for adults at different stages in later life.
- Students give an oral report on housing needs of an adult they have interviewed.

---

<sup>1</sup> This course is in the process of being revised to include the SVWC content listed.

*AHRM 4694 Contemporary Issues in Property Management (Capstone course)*

- Students write a letter to a member of the legislature encouraging him or her to support the student's position on a current piece of legislation affecting the industry.
- Students give a group presentation that they might use to train their staff at the apartment community they manage.
- Students visit an apartment model and prepare a written evaluation, and also prepare written evaluations of apartment floor plans.
- As a team, students write an extensive management plan that requires them to synthesize all that they have learned relating to managing a residential community. The group gives a formal presentation to a team of faculty acting as owners.

### **Outcomes Assessment**

Assessment of the success in accomplishing the SVWC Learning Objectives and Outcomes will be conducted with students and constituents as outlined below.

#### Current Students.

- Student grades on specific projects will measure accomplishment of SVWC learning objectives.
- The senior survey will be revised to specifically refer to the SVWC competencies.

Field Study Supervisors. Every residential property management student is required to complete a 4-credit field study and a supervisory evaluation is required. The current evaluation form will be revised to more specifically evaluate communication skills.

Employers and Industry Representatives. Employers and members of the residential property management advisory board can be asked for both formal and informal feedback on graduates' communication skills.

Alumni. As a part of the 5-year departmental outcomes assessment review, questions will be included in the survey regarding the demonstration of the SVWC Learning Objectives and Outcomes.