



TechU



Gain the technology knowledge you need in 2012... **FREE!**

Social Networking Basics

3 Hours MCE (TREC# 03-00-122-22432)

All courses are 9:00am – 12:00pm

This course will focus on the basic understanding of "Social Networking" and specifically study "Facebook". In this class you will understand the benefits of contributing in an online community and learn why it is worth your time. Further discussion will take place regarding the use of Google Alerts to monitor your "brand" and identity. Learn how RSS feeds can help you stay "up to date" with what matters. This course will explore the benefits of blogging and micro-blogging through Twitter. Contributing to one's web presence via a mobile device has become more mainstream than the use of a computer. Texting is no longer reserved for high school students. Through this course we will look to embrace social networking in a personal and professional manner, look to expand your sphere of influence to the viral world and be able to engage others through social sites while staying mobile.

Dates: January 10, GRAND PRAIRIE – May 17, DALLAS – July 24, DUNCANVILLE – August 3, RICHARDSON – October 19, GARLAND

Effective Web Presence

3 Hours MCE (TREC# 03-00-122-22433)

All courses are 9:00am – 12:00pm

Today's Real Estate consumer expects immediate and accurate information. Licensee's must possess the ability to meet the expectations of buyers and sellers or fall into obscurity while the internet savvy flock to website's that provide rich content and gain repeat visitors. Explore effective web content, design and layout, while discussing the do's and don't's of ineffective material many REALTORS® include on their own sites. Additionally REALTORS® will gain a thorough understanding of using email as an effective marketing tool through branding along with their web presence. Investigate net-etiquette and the many pitfalls of online communication. Through confident online communications and technologies, REALTORS® will enhance productivity, expand their sphere of influence to the viral world and be able to engage others through social sites while staying mobile.

Dates: January 12, GRAPEVINE – March 16, GARLAND – May 22, RICHARDSON – June 19, GRAND PRAIRIE – November 13, DUNCANVILLE

Windows Basics

3 Hours MCE (TREC# 03-00-022-18881)

All courses are 9:00am – 12:00pm

Learn the basics of Microsoft Windows XP and Windows 7 operating systems. This class will teach you how to navigate through menus, use tab browsing, dialog boxes, organize files, create shortcuts, get instant help, and personalize Windows. You will also learn how to go online using Windows Internet Explorer versions 7 and 8 to perform basic searches, and how to recognize and avoid websites that can be harmful to your computer. In addition, you will learn how to perform basic email functions such as creating and emailing with attachments. You will learn how to perform routine maintenance to ensure your computer is running at top speed by using virus protection programs and Windows system tools, which includes how to backup your data.

Dates: February 8, DALLAS – June 22, GARLAND – September 13, GRAPEVINE

Photo and Video Basics

3 Hours MCE (TREC# 03-00-122-22434)

All courses are 9:00am – 12:00pm

This course will explore the universal settings every digital camera has or should have (course will not be a camera specific). We will explore "core" options accessible throughout a variety of photo editing software such as cropping, resizing and brightness adjustments. This course will review the ethical effect of photo manipulation with an emphasis on adding photos to the MLS System. It will further examine essential accessories required to produce high quality photographs. Video is the new "Photo". In this course, learn how to economically create, publish and share a powerful video of your business, your markets and your communities. From ideas, to production, to publishing; we will expand on the many endeavors encountered when creating video content.

Dates: February 28, DUNCANVILLE – April 10, GRAPEVINE – July 20, GARLAND – October 10, DALLAS – December 12, GRAPEVINE

To register for classes online, go to www.DFWRealEstate.com, Enter your license number and password. Then click on "Course Calendar and Registration", or you may contact the **Professional Development Department at: 214-540-2751 (Dallas) or 817-796-5360 (Grapevine).**