

Course Title: Cowboy Ethics – The Code of the West

Course Description: This course is designed to reinforce the tenets of the NAR code of ethics and recent changes to the NMREC Broker Duties pertaining to “ethical and professional conduct” by interlacing the aspirational intent of the NAR Code of Ethics/“Preamble” and the principles of Cowboy Ethics through discussion/enactment to enhance the individual ethical behavior of licensed brokers.

Learning Objectives (See attachment on Bloom’s Taxonomy and Learning Levels)

| LEARNING LEVEL | CRITERIA | COURSE LEARNING OBJECTIVE <i>Upon completion of the course, the student should have the ability to:</i> |
|-----------------------------|--|---|
| Create | Can the student create new product or point of view? | Analyze and respond to discussions or situations from an “ethical” perspective rather than a “legal or regulatory” perspective. |
| Evaluate | Can the student justify a stand or decision? | Evaluate an ethical dilemma or situation and support his/her decision or action. |
| Analyze | Can the student distinguish between the different parts? | Differentiate between an “Ethical Principle” and a “Legal Requirement” (i.e, Ethics vs. Law). |
| Apply | Can the student use the information in a new way? | Apply the principles discussed and learned in the course to evaluate his/her own ethical behavior. |
| Understand | Can the student explain ideas or concepts? | Discern between “doing what one has the right to do” vs. “doing the right thing”, or what a person “must” do vs. what a person “should” do. |
| Remember (Knowledge) | Can the student recall or remember the information? | Associate an “Cowboy Ethics” principle with an Article of the NAR Code of Ethics and a legal requirement (i.e., NMREC Broker Duties, Rules and Regulations) |

The following will be the means used in assessing whether the Learning Objectives have been met (Pre and post test, Q&A etc.):

Discernable changes in ethical and professional behavior is immeasurable within a 4-hour instructional lesson. The intent of the course would be to impress upon the licensees the application of cognitive ethical reasoning in the course of their interaction with a member(s) of the public they are representing, as well as other parties involved, in a real estate transaction, and the implications (and the public’s perception) of their actions upon the collective real estate community.

Timed Outline: *(Describe in detail the components of the course by breaking it down into subject matter areas of no greater than 15 minutes. What will be the method of instruction or teaching technique used for each area (lecture, slides, group activities, videotape etc.).*

| Length In Time (min/cum) | Teaching Technique* | Subject Matter Segment and Description |
|---------------------------------|----------------------------|--|
| 10 | PPP, L | Welcome, Instructor Introduction, Roadmap of Course |
| 15/25 | GE, GD | Introduction of Attendees/Teams: <i>(Area of Primary Practice, Experience, Common Interest(s))</i> |
| 15/40 | GD, L | What are/What is “Ethics”? <i>(Team’s Definitions/Examples of “Ethics” and/or “Professionalism”)</i> |
| 15/55 | GD, L | How do Ethics guide us in the real estate profession? <i>(In teams, licensees with discuss how ethics and ethical behavior impact the actions of an individual licensee and the public’s perception.)</i> |

| Length In Time (min/cum) | Teaching Technique* | Subject Matter Segment and Description |
|--------------------------|---------------------|--|
| 5/60 | | Break |
| 25/85 | GE, GA, GD, L | The NAR Code of Ethics Preamble: Why It Should Matter To Every Real Estate Licensee <i>(Team analysis and group discussion of each substantive section of the NAR Code of Ethics "Preamble", with emphasis on its applicability to every licensed real estate professional.)</i> |
| 15/100 | GD, L, PPP | Broker Duties: The Real Estate Professional's Moral Compass? <i>(While REALTORS® adhere to a prescribed Code of Ethics, do "Broker Duties" serve as a "Moral Compass" for all real estate professionals?)</i> |
| 15/115 | L, PPP, GD | Law vs. Ethics <i>(Team/Group discussion of "law" and "ethics" using as a basis the "definition", "meaning", "governance", "violation", "objective" and "binding effect" of each and on the whole of society and the actions of its individual members.)</i> |
| 5/120 | | Break |
| | | COWBOY ETHICS: THE CODE OF THE WEST |
| 10/130 | L, PPP | Is There a Secret to Success? <i>(Three elements that are key to an individual's success.)</i> |
| 45/175 | PPP, GD | The Ten Principles of Cowboy Ethics <i>(Teams will evaluate and discuss one or more of the Cowboy Ethics principles, applying it to current, real-life situations, preferably in relation to the real estate profession.)</i> |
| 10/185 | | Break |
| 30/215 | PPP, GD | Compare and associate each of the ten "Cowboy Ethics" principles with an article of the NAR Code of Ethics and one (or more) of the REC Broker Duties. |
| 20/235 | GD, GA, PPP | Pecha Kucha Exercise <i>(Pechu Kucha is a Japanese form of presenting 20 slides for 20 seconds each. Teams will create a 20-second presentation for each "Cowboy Ethics" principle combining the principle with one or more corresponding/similar COE Articles or REC Broker Duties.)</i> |
| 5/240 | GD | Course Wrap-up and evaluation |
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*Teaching Technique: PPP – PowerPoint Presentation; L – Lecture; GD – Group Discussion; GE – Group Exercise; V – Video Presentation

INSTRUCTIONS FOR CONTINUING EDUCATION COURSES

1. Any pre-licensing or continuing education course must have been approved by the commission before the course is offered for credit. Courses must incorporate New Mexico law and regulations when relevant. A course application form must be completed and submitted to the commission before consideration of a course for approval by the Education Advisory Committee (Committee).
2. Before course approval, the instructor teaching the course shall make a presentation before the Committee according to presentation criteria established by the Committee.
3. The Committee shall assign the number of credit hours to each course and determine whether the course is in the education or training category.

Please review the New Mexico Real Estate License Law and Real Estate Commission Rules Part 15, Approval of Real Estate Courses, Sponsors and Instructors for additional requirements.