

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME NETWORK MARKETING

COURSE NUMBER MKTG 1125 DATE APRIL 1995

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program _____

Date Prepared NOVEMBER 1993 Option _____

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total Hours 36

PREREQUISITES

Enthusiasm!

COURSE OBJECTIVES

(Upon successful completion of the course, the student will be able to:)

- understand the difference between Network Marketing and the traditional methods of marketing goods and services
- be able to set up his or her own Network Marketing organization, train others to do the same or work within a company who distributes their product or service by Network Marketing
- be conversant with the different types of Network Marketing Plans in the industry
- have a good command of how to develop advertising and prospecting pieces, recruit and train within their organization, and communicate more effectively on a one-to-one, as well as in a group situation.

Students can expect a lively and participatory program, with interesting and useful videos, guest-speakers and group discussions and exercises.

EVALUATION

Assignments	<u>55</u>	%
Mid-Term Exam	<u>20</u>	%
Final Exam	<u>25</u>	%
Total	<u>100</u>	%

REQUIRED TEXT(S) AND MATERIALS

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

COURSE SUMMARY

It is projected that 70% of all goods will be moved by Network Marketing in the 1990's. Now a viable method of doing business, Network Marketing is part of the curriculum at some 200 universities including Yale, MIT and Harvard Business Schools. this course will cover, in detail, the nuts and bolts of this proven and professional system of distribution.

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(continued)

WEEK	MATERIAL COVERED	TEACHING AIDS
1	<p>Understanding Network Marketing</p> <ul style="list-style-type: none"> * Comparison of Network Marketing (NWM) and traditional methods of marketing * Dealing with the "Pyramid Myth" * Discussion of why companies such as Coca-Cola, Gillette, General Motors, MTI and Sprint will be using Network Marketing * Criteria for choosing a NWM company and/or identifying trends 	Video: "AGEWAVE"
2	<p>Goal-setting</p> <ul style="list-style-type: none"> * Identifying and working toward your "Vision" and "Life's Purpose" * Managing your time - the "80/20 Rule" * Long-term commitment 	Introspective Exercises
3	<p>Setting Up Your Business</p> <ul style="list-style-type: none"> * Taxes <ul style="list-style-type: none"> - income tax - expense and write-offs - G.S.T. & P.S.T. - home office - record keeping * Managing your money * Follow-up Systems 	Guest Speaker: Mark Holland, C.A.
4	<p>Understanding a Marketing Plan</p> <ul style="list-style-type: none"> * What is a Network Marketing Plan? * How do marketing plans differ? * Explaining a marketing plan to prospective recruits * Understanding the long-term aspects of a marketing plan (i.e.-break-away, residual income, organizational structure) 	Group Presentation (Assignment #1)

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5	Prospecting <ul style="list-style-type: none"> * Using the telephone effectively * Pre-approach letters * Advertising * Face-to-face appointments * Conducting Group Meetings * Developing your own presentation book * Avoiding the "Paralysis by Analysis Syndrome" 	Role-Play; video tape Role-Play; video tape Assignment #2
6	Building the Buying Climate <ul style="list-style-type: none"> * Understanding people * Four motivating factors * Personal power versus manipulation * Sharpening your communication skills 	
7	Closing and Handling Objections <ul style="list-style-type: none"> * Seeing objections as Opportunities * Understand, Feel, Felt, Found and Let's Just Suppose * Questioning Techniques * Finding the Underlying Question: 6-Step Process * Features, Advantages and Benefits * Selling the Sizzle * Obtaining referrals 	Discussion & role-play Video tape

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WEEK	MATERIAL COVERED	TEACHING AIDS
8	Recruiting: The Lifeblood of the Business <ul style="list-style-type: none"> * Recruit UP - Recruit the best * Using the changing job market to your advantage * Developing direct mail pieces and advertising scripts * Using sales aids <u>effectively</u> (a brochure never sold anyone anything!) * Building <u>foundation</u> as well as <u>width</u> into your organization 	Assignment #3
9	Training <ul style="list-style-type: none"> * The meaning and commitment of "sponsoring" * Designing a training program and making it <u>duplicatable</u> * How to develop and run effective meetings * Knowing versus Caring * Understanding motivation and maximizing performance 	
10	Mastering Public Speaking <ul style="list-style-type: none"> * The power of persuasion * Bringing out the best * Non-verbal communication 	Video
11	Final Assignment <ul style="list-style-type: none"> * PRESENTATIONS 	Assignment #4
12	Final Exam Excellence in Customer Service	Guest Speaker and/or discussion