

Course Proposal

Course	<i>eBay Wants YOU!!! Seriously</i>		
Course Details - Part 1 Who should attend – stay-at-home moms and dads, kids, second income, everyone.	Maximum Number of Students (eg: 8, 10, 15)	15	
Make money while you learn. Part-time, full-time, hobby or obsession. Knowing how to do it right will make you more money. Knowing how to do it without trial and error will save making less money. Knowing how to do it right now will make you money right now. The eBay Marketplace is a community of millions of people in all parts of the world, all of whom are buying and selling with varying degrees of experience, ingenuity, and of course, intelligence. They could be buying from YOU! while you are doing the Basics of eBay Selling. Focussing on getting you started making some extra \$\$ money part-time (evenings and weekends) basis while you keep your day job. You will be amazed at how much some eBayers will pay for other people's stuff. Garage sale \$2 = eBay sale \$20. Businesses who are looking for a selling channel should attend part 1 and 2 of this course.	No. of sessions	2, 6	
	No. of hours per session	5, 2 respectively	
	Day/Evening/Weekend	D/E/W	
	Times	Can be concurrent.	
	Prerequisite knowledge – basic knowledge of web browser use and the use of a basic photo viewer.		
What participants are required to bring.	Thumb drive if available, Imagination, a list of something to sell.		
Resources or equipment required for this course by the college.	A graphic program.		
ADDITIONAL costs participants may need to incur or that the College may need to acquire for the course to function properly. Also additional information to better assess the course. REMEMBER: The cost for class or private tuition could easily be recouped from your first few sales. The main reason people book in for tuition is to save them countless hours reading "how to" do things on the eBay site — AND — save them money by avoiding some of the pitfalls many new sellers experience on eBay.	eBay listing costs – vary from \$1-3 per item This will be a mix of theory and practical. By rights, at the end of the course, the students could well have paid for part, if not all, of the course by selling on ebay. In each of these classes, you will bring an item to list and sell on eBay. You will register with eBay, set up your own Seller's and PayPal account, you will take various pictures, write an exciting selling description, embellish the page to make it memorable and attractive, monitor your item in "My eBay". We will discuss what works and doesn't, how to research for more money and how to leave feedback. You will have use the computer but need very little computer experience.		

Course Outline

Session	Content	Objectives / Practical	Outcomes
1a	Go Open a Seller Account Open PayPal List an item	As this is a practical - as per left	A seller on ebay, a paypal account.
1b	Do research and create Listings Find Similar Items Watch Why?	As this is a practical - as per left	A list of items, one of which listed to sell for a price.
1c	Improve your Listings Better descriptions Better photography FreakEnomics parallel	As this is a practical - as per left	A checklist of what to do next time.
1d	Set pricing Pricing Strategies Buy Now Reserve	As this is a practical - as per left	A list with a price and a strategy to sell.
2a	Use of a PayPal account Alternatives – Local Postage	As this is a practical - as per left	A strategy to segment your possible customers for the greatest profil
2b	Monitor your Listings Prompt Replies How to address newbies	As this is a practical - as per left	Strategy for how far you want to go appease your possible customers, and minimise probles with final sale
2c	Complete transactions Prompt postage Feedback Flames	As this is a practical - as per left	Ensure your reputation as an eBay to deal with.
2d	Intro in PowerSeller I want to make more money Review	As this is a practical - as per left	Hobby or getting serious, Garage sale or selling channel for an existing business.