



# THE MERIT SCHOOL OF ENTREPRENEURSHIP

*Igniting Ideation and Innovation*

## 2016 Overview

### Mission Statement

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The mission of The Merit School of Entrepreneurship is to equip entrepreneurs, small businesses and enterprises with innovative, comprehensive, and advanced proven best practices within the business, marketing, and sales industry, that yield high impact and immediate results.

### Vision Statement

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The vision of The Merit School of Entrepreneurship is to be the leading provider of business, marketing, and sales best practices for small to mid-size businesses globally.

### Core Values

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Collaboration	Adaptively
Innovation	Determination
Entrepreneurship	Creativity
Accountability	Problem solving
Faith	Sustainability
Productivity	Progress

## About TMSE

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Classes will be taught by experts and entrepreneurs that have proven success and track records in business development, sales, marketing, and the non-profit sector. Training methods will include lectures, small group exercises, role play simulations, panels, presentations and open-sharing forums.

The purpose of our classes is to provide entrepreneurs, small businesses and enterprises with the essential, vital and, appropriate knowledge to increase their skills and influence opportunities to create, expand or innovate their businesses pursuits.

\*\* The classes will be broadcasted live. Online enrollment is available.

## About The Merit Group LLC

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The Merit School of Entrepreneurship was created by The Merit Group LLC (TMG). TMG is a full-service strategic planning, business development and brand communication consulting firm known for its innovative approach to assisting clients achieve their varying business goals.

TMG has established a reputation for staying on the edge of change in the public and business industry offering clients a wide range of solutions and tools. From the creation of our proprietary branding and planning process called, “The Business Engineering System (BES),” to orchestrating the launch of the Indianapolis African American Business Council to working with the Community Affairs Branch of the Indianapolis Metropolitan Police Department – TMG continues to be on the leading edge of the profession.

TMG offers full graphic design, blogging, social media and interactive development capabilities, allowing us to provide our clients fully integrated planning and

communications. TMG has developed branding, marketing and positioning campaigns throughout the business, education, entertainment, healthcare and nonprofit industries, to name a few.

Books:

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- Mastering Your Management Buckets by John Pearson
- Tribes by Seth Godin
- Scale by Jeff Hoffman
- 80/20 Sales and Marketing by Perry Marshall
- The Millionaire Mind by Thomas Stanley
- Words That Sell by Richard Bayan
- The Merit Group LLC Tool Kit
- The 12 Traits of the Greats by Dr. Dave Martin

Main Textbook: How Business Works by Alexandra Black

Gift Book: Strategy Upgrade: 24 Business Breakthrough Principles to Maximize Your Brand, Growth and Time by Shamara Cox and Terry Dove Pittman

To successfully complete this course, you will need:

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- Course Overview
- Notebook
- Folder
- Laptop w/ wifi access
- Pencils/Pens/Highlighter

## 2016 Class Line Up and Schedule

<i>Class Date</i>	<i>Time</i>	<i>Topic</i>	<i>Focus</i>	<i>Credit Hours</i>
2/2/2016	9am to 12pm	Non profit Development	Non profit 101 & 1023 application completion	3
2/9/2016	9am to 12pm	Non profit Development	Functional, fiscal model, and board development	3
2/16/2016	9am to 12pm	Understanding Social Media	The science of social media. Best practices for success!	3
2/23/2016	9am to 12pm	The Digital Algorithm	How to capture, engage and leverage social media	3
3/1/2016	9am to 12pm	Mastering The Marketing Mix	Understanding marketing: Branding and color theory	3
3/8/2016	9am to 12pm	Mastering The Marketing Mix	Marketplace perception - Building your company's brand	3
3/15/2016	9am to 12pm	Mastering The Marketing Mix	Brand positioning and market penetration cognitively	3
3/22/2016	9am to 12pm	Mastering The Marketing Mix	Six powerful P's of effective marketing	3
3/29/2016	9am to 12pm	<b>No Class Easter</b>	<b>No Class Easter</b>	0
4/5/2016	9am to 12pm	Mastering The Marketing Mix	Marketing Amalgamation Strategy (MAS)	3
4/12/2016	9am to 12pm	Your Sales Strategy	Dispelling the sales myth: Sales paradigm shift	3
4/19/2016	9am to 12pm	Your Sales Strategy	Building your sales presentation 300/comprehensive tools	3
4/26/2016	9am to 12pm	Your Sales Strategy	Building your sales process 300/ comprehensive tools	3
5/3/2016	9am to 12pm	Your Sales Strategy	Collaborative selling and strategy - filling pipeline	3
5/10/2016	9am to 12pm	Leadership Styles	Team building, coaching and retention	3
5/17/2016	9am to 12pm	Leadership 101	People, process, self and time management	3
5/24/2016	9am to 12pm	Business Development	B-Culture, C-Experience and client retention via QA programs	3
5/31/2016	9am to 12pm	Business Development	The "Relevant Business Plan"	3
6/7/2016	9am to 12pm	Business Development	Business context - innovation and relevancy ( B-Modeling)	3
6/14/2016	9am to 12pm	Business Development	From people to process dependency - reclaiming your life	3
6/21/2016	9am to 12pm	Business Development	The Investment Proposal 300 - How to write investor	3
6/28/2016	9am to 12pm	Business Development	SMART financial decisions, planning and forecasting	3
			<b>Total</b>	63
		<b>Starts Again</b>	<b>Starts Again</b>	
7/12/2016	9am to 12pm	Non profit Development	Non profit 101 & 1023 application completion	3
7/19/2016	9am to 12pm	Non profit Development	Functional, fiscal model, and board development	3
7/26/2016	9am to 12pm	Understanding Social Media	The science of social media. Best practices for success	3
8/2/2016	9am to 12pm	The Digital Algorithm	How to capture, engage and leverage social media	3
8/9/2016	9am to 12pm	Mastering The Marketing Mix	Understanding marketing: Branding and color theory	3
8/16/2016	9am to 12pm	Mastering The Marketing Mix	Marketplace perception - Building your company's brand	3
8/23/2016	9am to 12pm	Mastering The Marketing Mix	Brand positioning and market penetration cognitively	3
8/30/2016	9am to 12pm	Mastering The Marketing Mix	Six powerful P's of effective marketing	3
9/6/2016	9am to 12pm	Mastering The Marketing Mix	Marketing Amalgamation Strategy (MAS)	3
9/13/2016	9am to 12pm	Your Sales Strategy	Dispelling the sales myth: Sales paradigm shift	3
9/20/2016	9am to 12pm	Your Sales Strategy	Building your sales presentation 300/comprehensive tools	3
9/27/2016	9am to 12pm	Your Sales Strategy	Building your sales process 300/ comprehensive tools	3
10/4/2016	9am to 12pm	Your Sales Strategy	Collaborative selling and strategy - filling pipeline	3
10/11/2016	9am to 12pm	Leadership Styles	Team building, coaching and retention	3
10/18/2016	9am to 12pm	Leadership 101	People, process, self and time management	3
10/25/2016	9am to 12pm	Business Development	B-Culture, C-Experience and client retention via QA programs	3
11/1/2016	9am to 12pm	Business Development	The "Relevant Business Plan"	3
11/8/2016	9am to 12pm	Business Development	Business context - innovation and relevancy ( B-Modeling)	3
11/15/2016	9am to 12pm	Business Development	From people to process dependency - reclaiming your life	3
11/22/2016	9am to 12pm	<b>No Class Thanksgiving</b>	<b>No Class Thanksgiving</b>	0
11/29/2016	9am to 12pm	Business Development	The Investment proposal 300. How to write investor	3
12/6/2016	9am to 12pm	Business Development	SMART financial decisions, planning and forecasting	3
12/13/2016	9am to 12pm	<b>No Class Christmas</b>	<b>No Class Christmas</b>	0
12/20/2016	9am to 12pm	<b>No Class Christmas</b>	<b>No Class Christmas</b>	0
			<b>Total</b>	63

## Enrollment Fees and Credit Hours

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Application Fee: \$25

Book Fee: \$300 *includes shipping*

Tuition: \$2,835

\$45 per credit hour

Credit hours per class 3

Total credit hours (63)

## Tuition Fees

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Full Tuition \$3,160 (Including application fee and books)

\$45 per credit hour for individual courses – see below for course pricing.

## Individual Course Pricing (Business Development Book Included)

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<b>Course</b>	<b>Total Classes</b>	<b>Credit Hours</b>	<b>Cost Per Credit</b>	<b>Application Fee</b>	<b>Book Fee</b>	<b>Total</b>
Non Profit Development	2	3	\$ 45.00	\$ 25.00	NA	\$ 295.00
Social Media	2	3	\$ 45.00	\$ 25.00	NA	\$ 295.00
Marketing	5	3	\$ 45.00	\$ 25.00	NA	\$ 700.00
Sales	4	3	\$ 45.00	\$ 25.00	NA	\$ 565.00
Leadership	2	3	\$ 45.00	\$ 25.00	NA	\$ 295.00
Business Development	6	3	\$ 45.00	\$ 25.00	\$ 30.00	\$ 865.00

## Payment Options:

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1. Self-Pay
2. The Merit Group Financing Option
3. Personal Sponsorship

Start Application Process:

[https://themeritgroup.formstack.com/forms/merit\\_school\\_application](https://themeritgroup.formstack.com/forms/merit_school_application)