



Teacher Resource

Multi-level Marketing

Focus Questions

Discuss the BTN High story as a class and record the main points of discussion. Students will then respond to the following:

1. What is multi-level marketing?
2. What is a difference between MLM and a pyramid scheme?
3. What are the risks of being involved in multi-level marketing?
4. Who benefits from MLMs?
5. How can you identify if a company uses a MLM business model?

Activities

- In small groups, discuss what multi-level marketing is, and how to identify a MLM business model.
- Explain the difference between a traditional job and a one that involves a MLM business model. Brainstorm the differences and share your points with the class.
- Research a different type of business model (not an MLM) and write a brief about what it is and how it works.
- *Create your own business:* In pairs, come up with a small business proposal. Address the following in your plan:
 - What product will you sell?
 - How much money will you require for startup costs?
 - Who will be your target audience?
 - How will you market your product?

EPISODE 21

6th May 2026

KEY LEARNING

Students will learn what multi-level marketing is, including the advantages and disadvantages.

CURRICULUM

[Economics and Business – Year 7 \(v9.0\)](#)

[Economics and Business – Year 9 \(v9.0\)](#)

[Economics and Business – Year 10 \(v8.4\)](#)

[Economics and Business – Year 10 \(v9.0\)](#)