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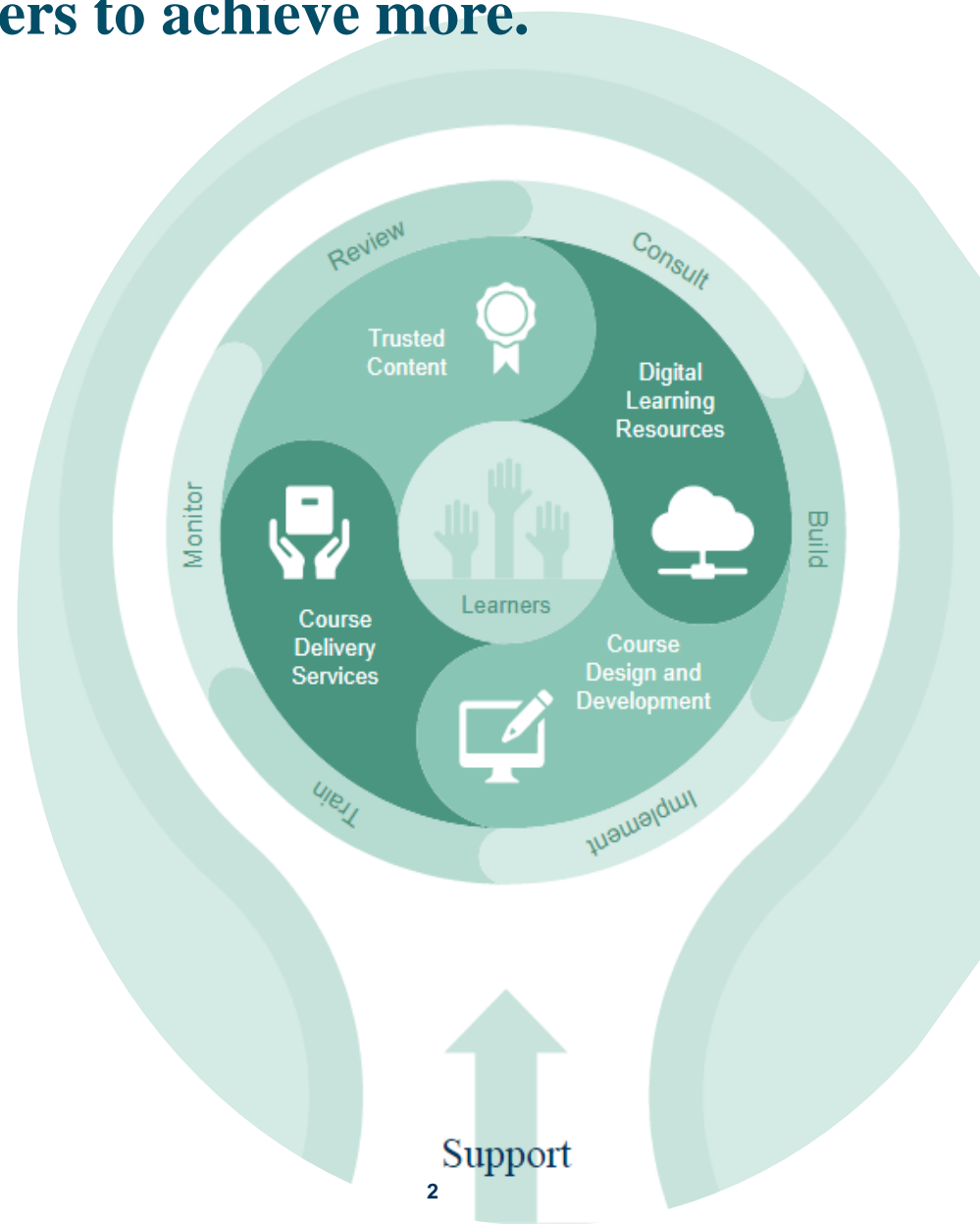
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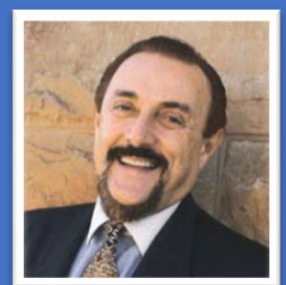
Paul Krugman



Henry Mintzberg



Philip Zimbardo



Krugman was awarded the **Nobel Memorial Prize** in Economic Sciences



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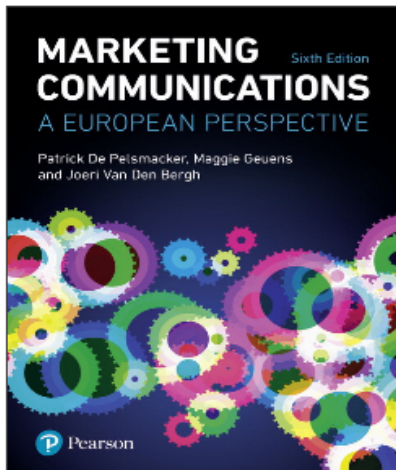
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Marketing > Integrated Marketing Communications > Marketing Communications: A European Perspective, 6/E

# Marketing Communications: A European Perspective, 6/E



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Patrick De Pelsmacker, *University of Antwerp, Belgium*

Maggie Geuens, *Vlerick Leuven Gent Management School*

Joeri Van Den Bergh, *InSites Consulting*

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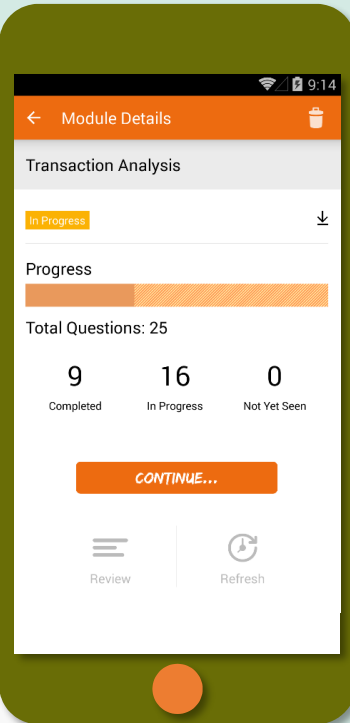
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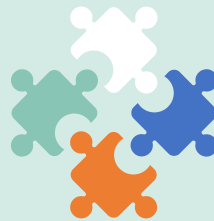
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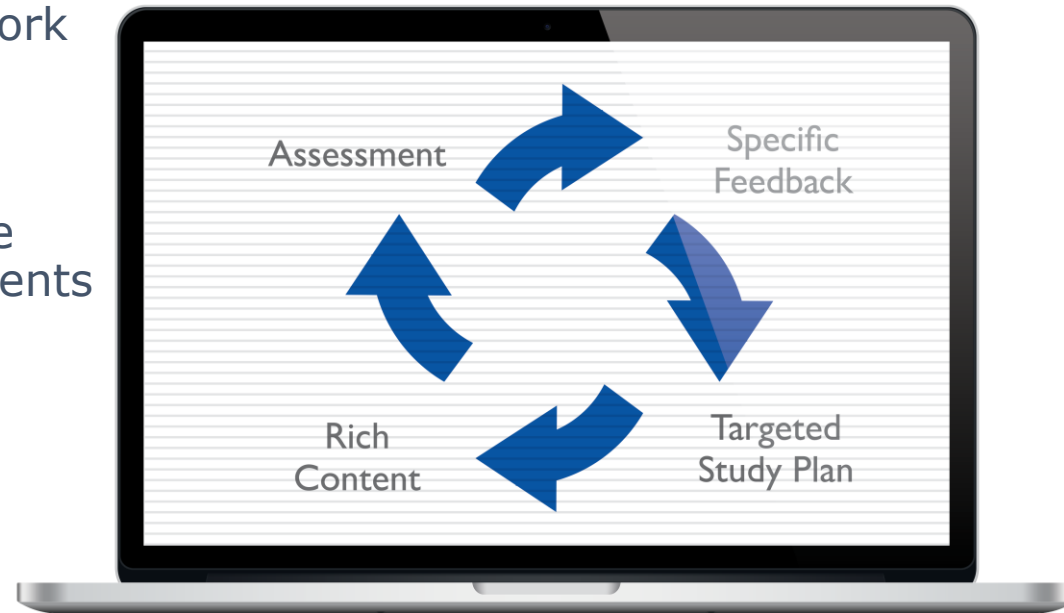
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# MyLab & Mastering

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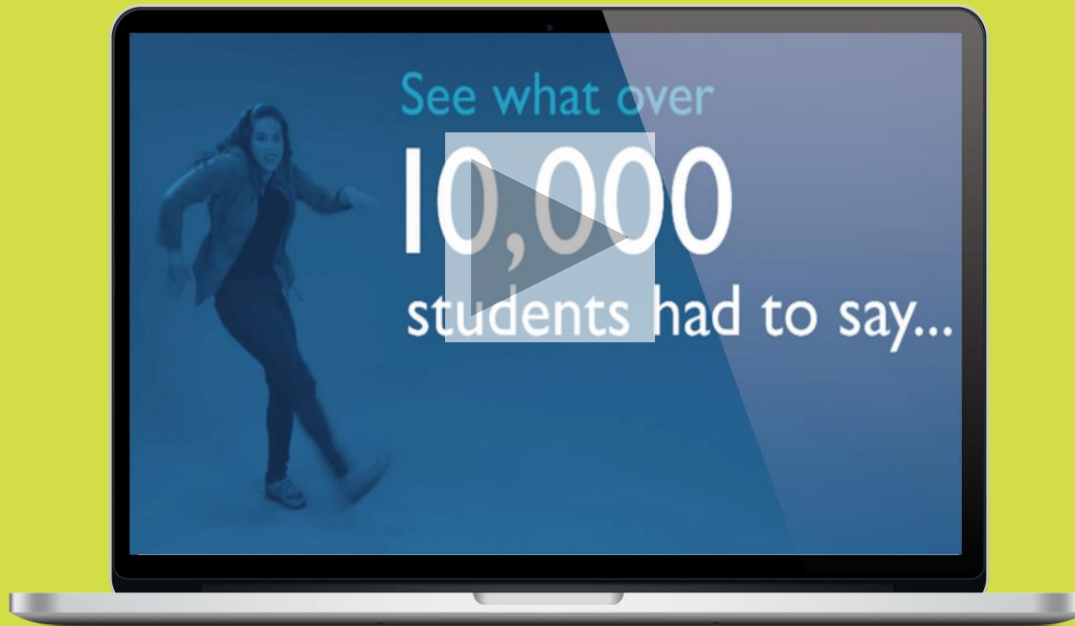
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- Make better use of contact time

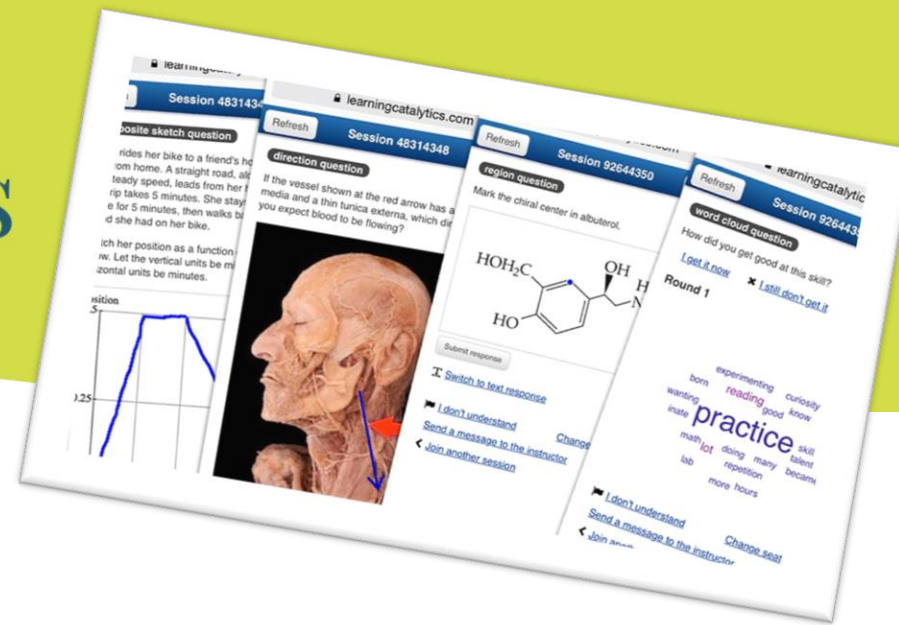


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**Methodology** seminars /  
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to add more value to  
what we do together.

The image features a dark blue background with a repeating pattern of light blue, stylized, concentric curved lines that resemble signal waves or stylized 'U' shapes. In the center, a large white circle contains the title text.

# **Global Learner Survey 2019**

# What we have found –

Pearson Global Learner Survey - 19 countries, 12,000 people ages 16-70

- Biggest **economic change** since the industrial revolution
- **Future of Skills: Employment in 2030** (2017 research) – **lifelong learning** is essential
- Learners **take control** of their education with a **DIY mindset**
- ***Opportunity for Higher Education in the Era of the Talent Economy*** (white paper) repositioning HE in support of lifelong learning
  - 3 foundational principles:
    - *learning that is continuous,*
    - *supported by distributed investment (of time and money)*
    - *outcomes-based*



# Key Trends

*Our survey uncovered eight key trends that learners across the globe tell us characterize the way they seek education in 2019.*

## 1 A DIY mindset is reshaping education.

With ready access to technology and a changing global economy, people are taking matters into their own hands. They are patching together their education from a menu of options and they believe that self-service learning will become even more commonplace as people seek education across their lives.

## 2 The 40-year career is gone, replaced by life-long learning and diverse career paths.

The talent economy has arrived and the traditional, linear career path is a thing of the past. Learners are molding education into what they need for today's work world, which means 'bite-sized' learning across their entire life.

## 3 People expect digital and virtual learning to be the new normal in the next decade.

People are using technology in every aspect of their lives and they are now embracing it as part of their education. From online degrees, artificial intelligence (AI) tools and smart devices, people see the future of learning made easier and more engaging with technology.



## 4 Confidence in educational institutions is wavering.

Many around the world feel education somehow isn't working for them. It's failing their generation, not preparing them for work, is too costly, or out of reach.

## 5 Some young workers think you can do OK in life without a college degree.

The incoming workforce in many countries is open to alternative pathways, especially vocational training.

## 6 Markets like China and India are leading the world in upskilling while the US and UK lag behind.

Workers in China, India, Brazil and Hispano-America are upskilling at far higher rates than their US and UK counterparts, driven in large part by the influence of technology and automation on their jobs.



## 7 Learners believe soft skills will give them the advantage over automation.

While STEM skills aren't forgotten, people realize the skills which make us uniquely human are actually the hardest to learn. Skills like creativity, originality, problem-solving and the ability to learn give humans an advantage over machines and learners say they need help mastering them.

## 8 People now cite social media and bullying as contributing factors to school safety concerns.

Acts of violence have always been the main driver of concerns over school safety. But now learners say that online bullying and social media are making school more difficult for today's students.

# Beyond the Hype: Digital learning based on learning science

#beyondthehype



# Beyond the Hype – main ideas

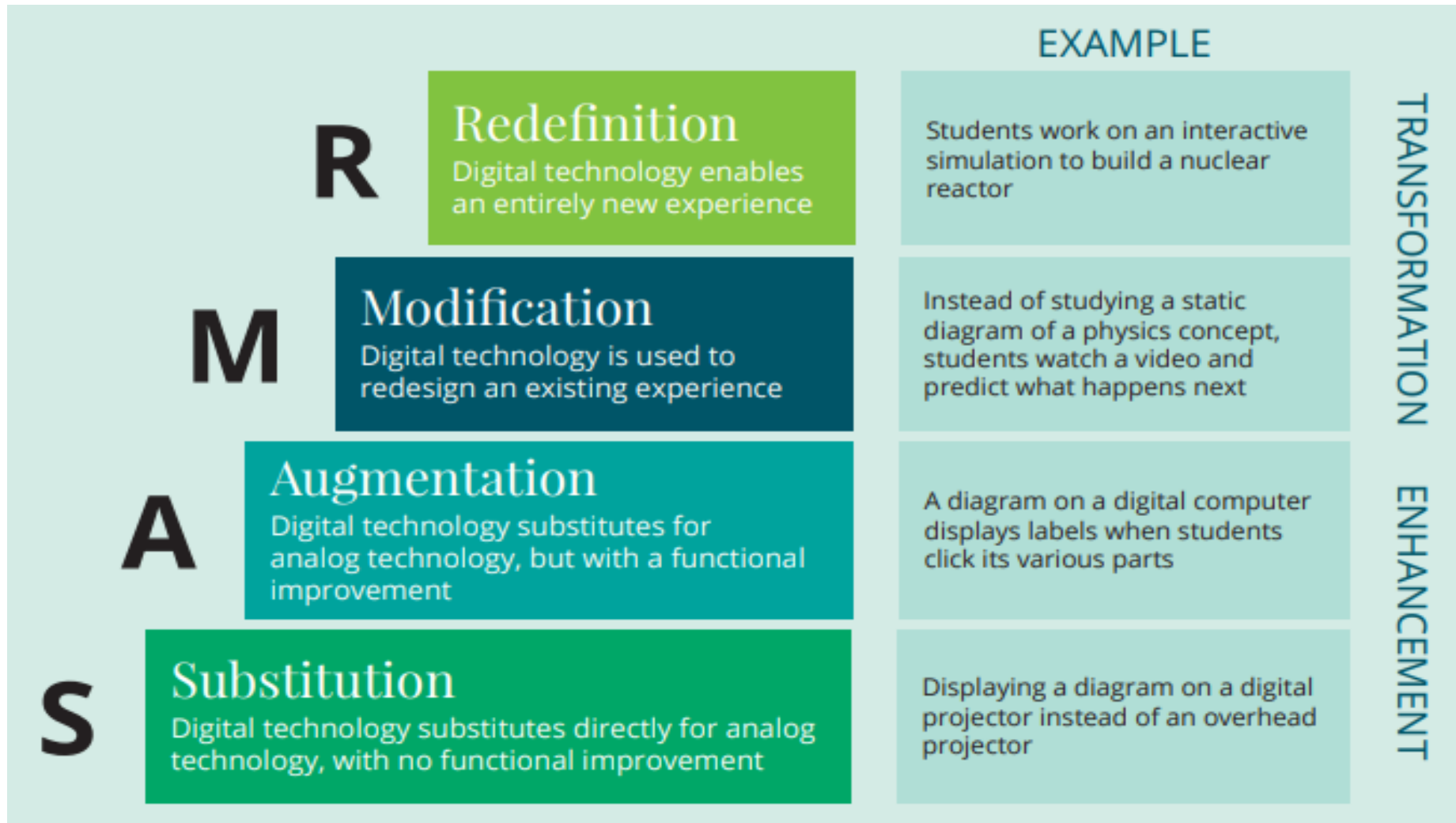
- 1 Educational technology supports teachers and learners
- 2 The design of digital education products must align with learning science
- 3 Use technology to do something new
- 4 How to build an effective digital learning experience
- 5 It's all about the people



Dan Belenky,  
Director of Science of  
Teaching and Learning  
Research

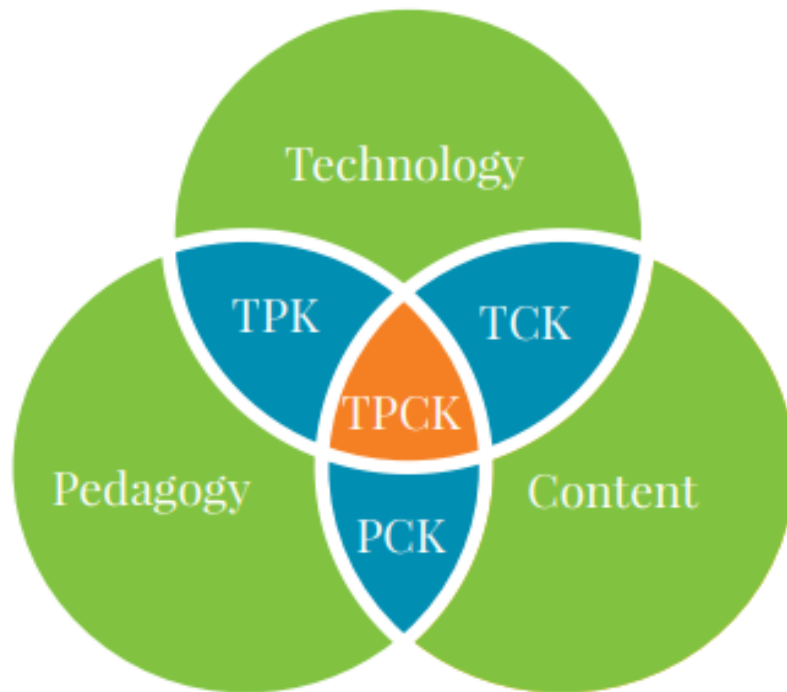


# Use technology to do something new



# It's all about the people

## The TPACK framework



### Questions to consider:

- 1 How does the technology permit new pedagogical approaches or place restrictions on current ones?
- 2 What implications would those changes have for learning goals?
- 3 Does the technology make new learning goals possible?
- 4 If so, what changes to pedagogical practice do those require?

# There's so much more to learn

Find out more about us at

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