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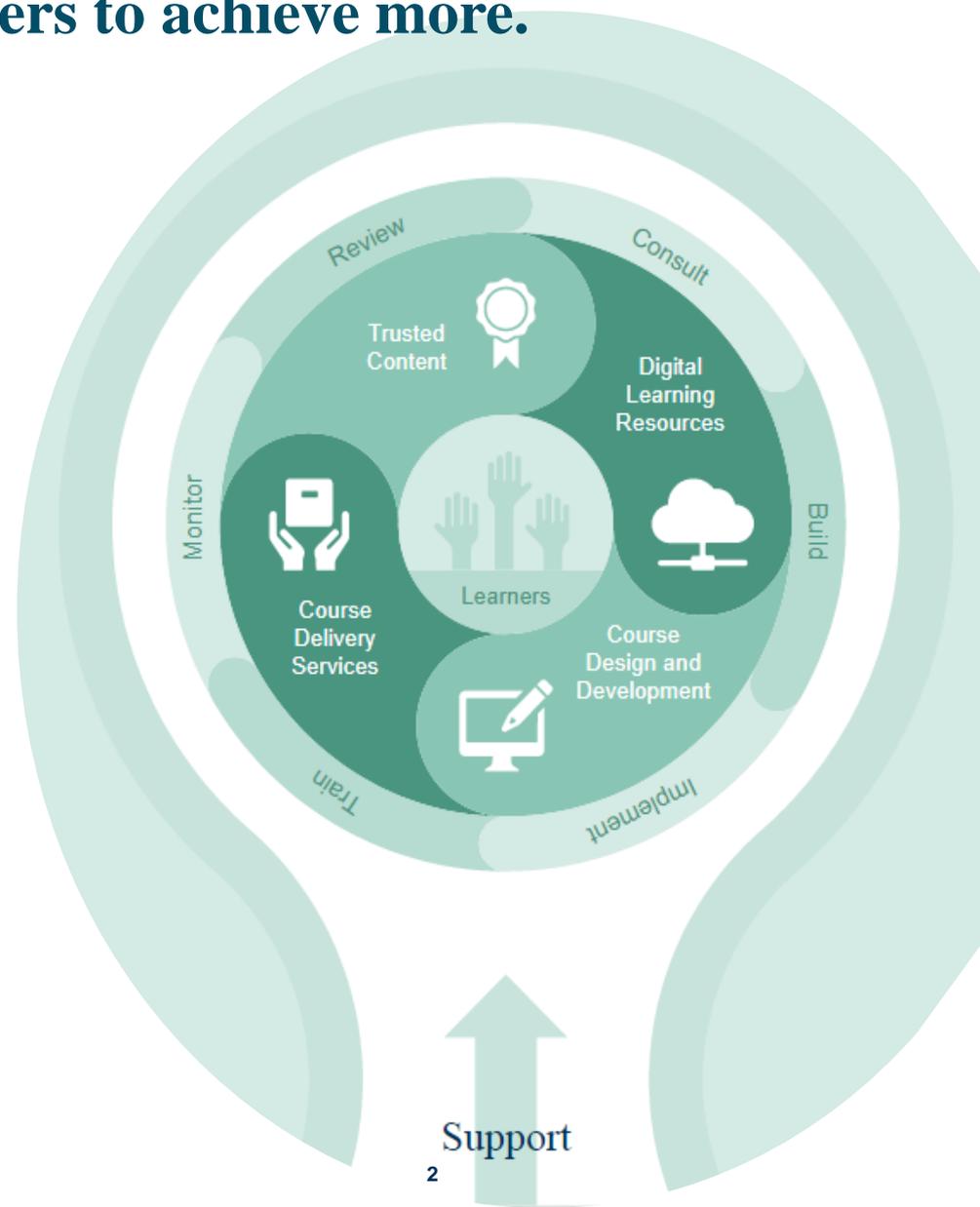


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Everything we do enables learners to achieve more.**

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***facilitate excellence
in teaching and learning.***

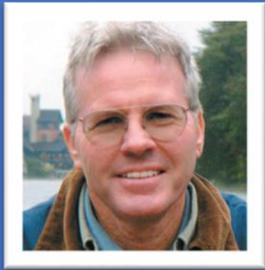


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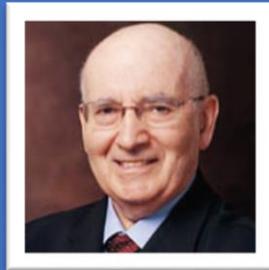
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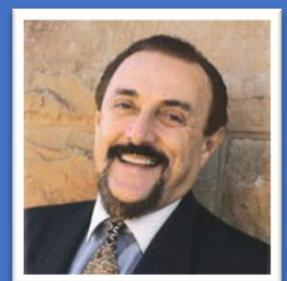
Paul Krugman



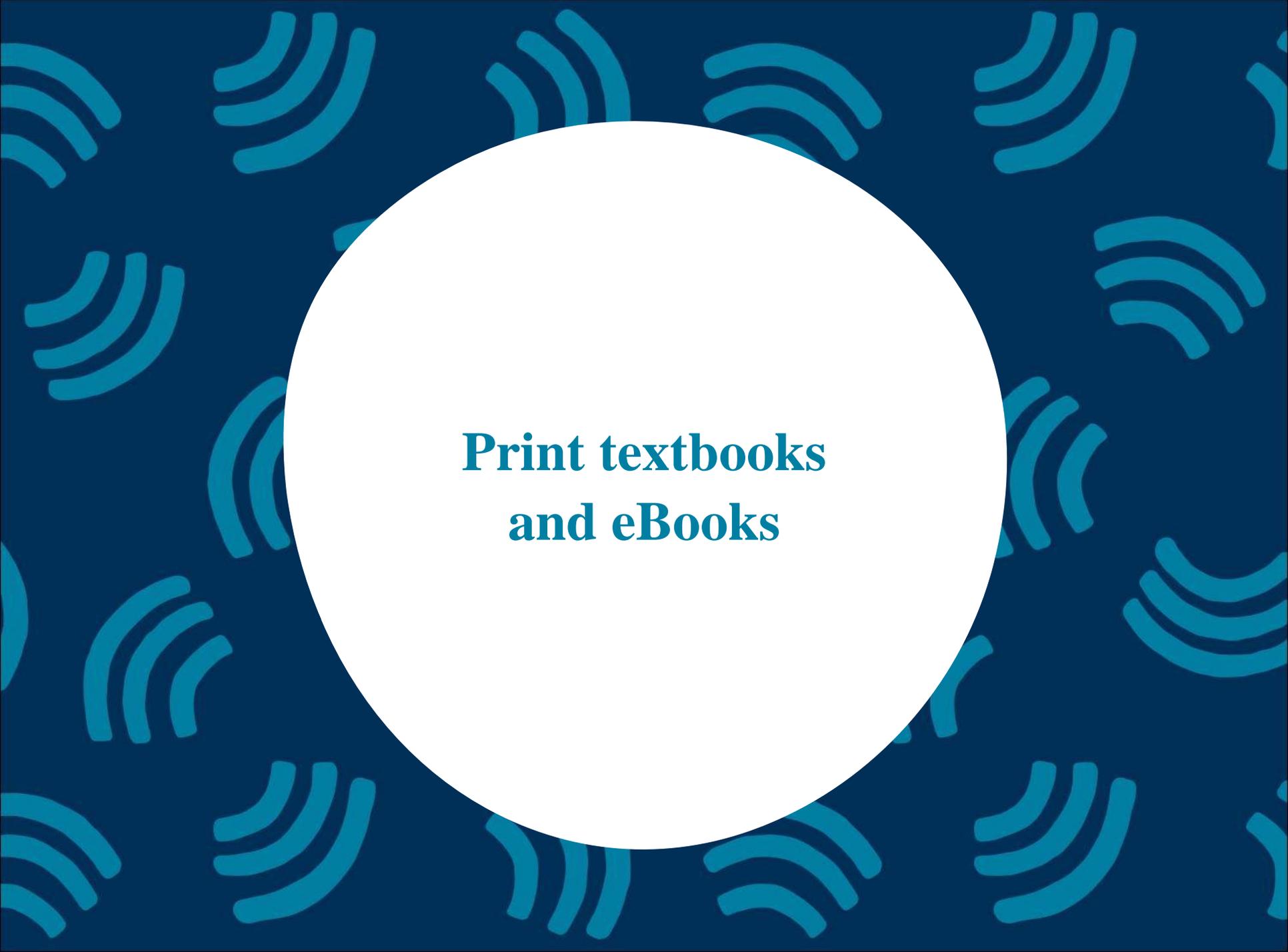
Henry Mintzberg



Philip Zimbardo



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



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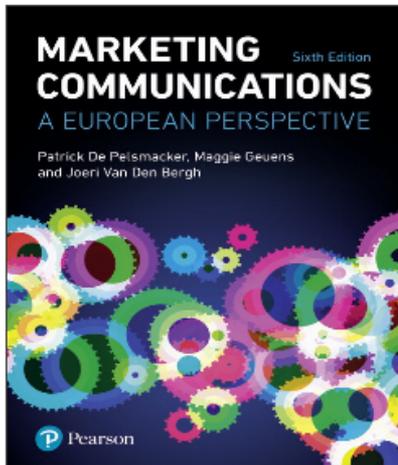
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Marketing > Integrated Marketing Communications > Marketing Communications: A European Perspective, 6/E

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*

ISBN-10: 129213576X • ISBN-13: 9781292135762

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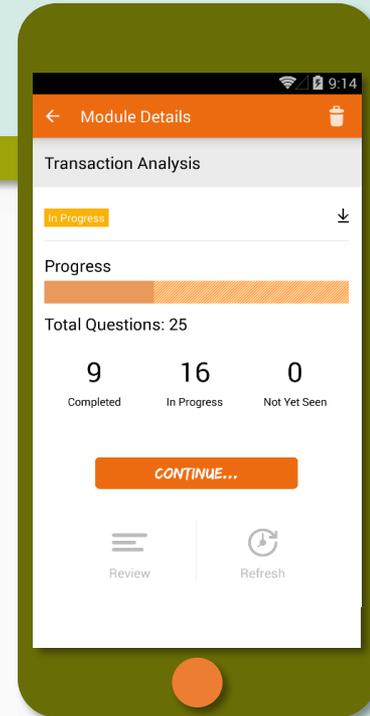
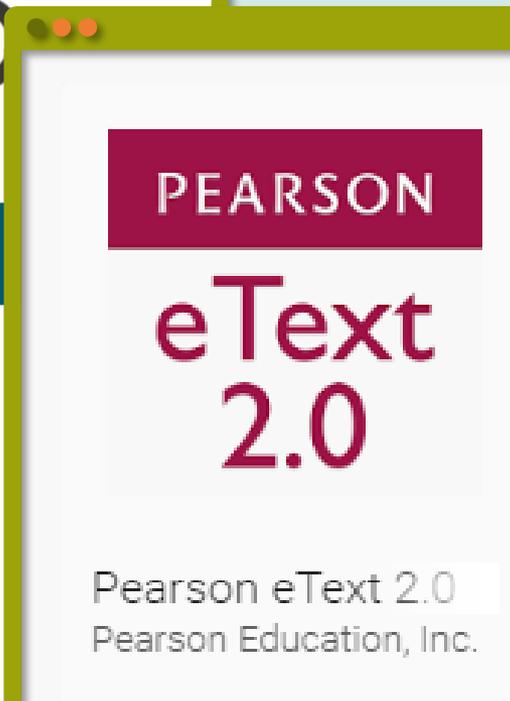
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We design our products to work across a range of devices so our learners can learn anywhere, anytime and on any device.

Learner Design

Learner Data

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Interactive eBooks

Depending on the format, e-books from Pearson can:

Increase engagement with interactive features

- Lecturers can add and share notes with the class
- Students can make notes and highlights
- Easy to search and navigate

Improve accessibility

- Access from most devices
- Integrate with most learning management systems
- Online and offline delivery

Key features



Animations that explain difficult concepts in a meaningful and fun way



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Infographics, some of which are interactive, providing a summary of information in one place



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Interactive e-case studies, scenario-based activities and self-assessment exercises



Podcasts of practitioners or lecturers putting theory into practice

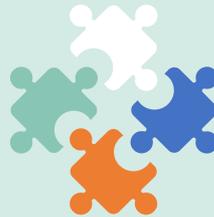
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– first year student, University of Pretoria.



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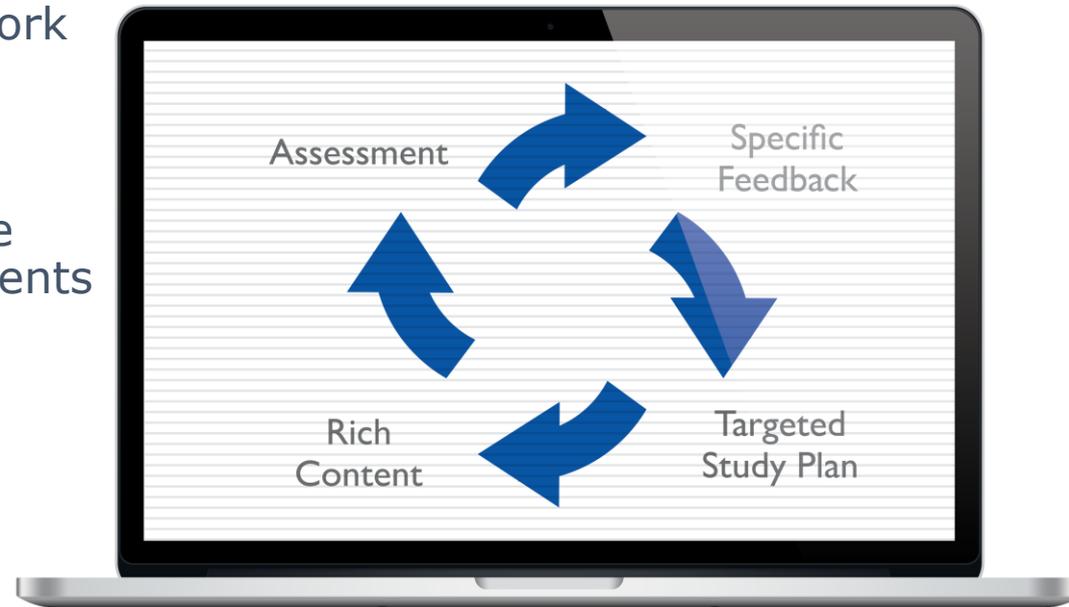
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MyLab & Mastering

Suite of online homework, tutorial and assessment systems that complement classroom activity.

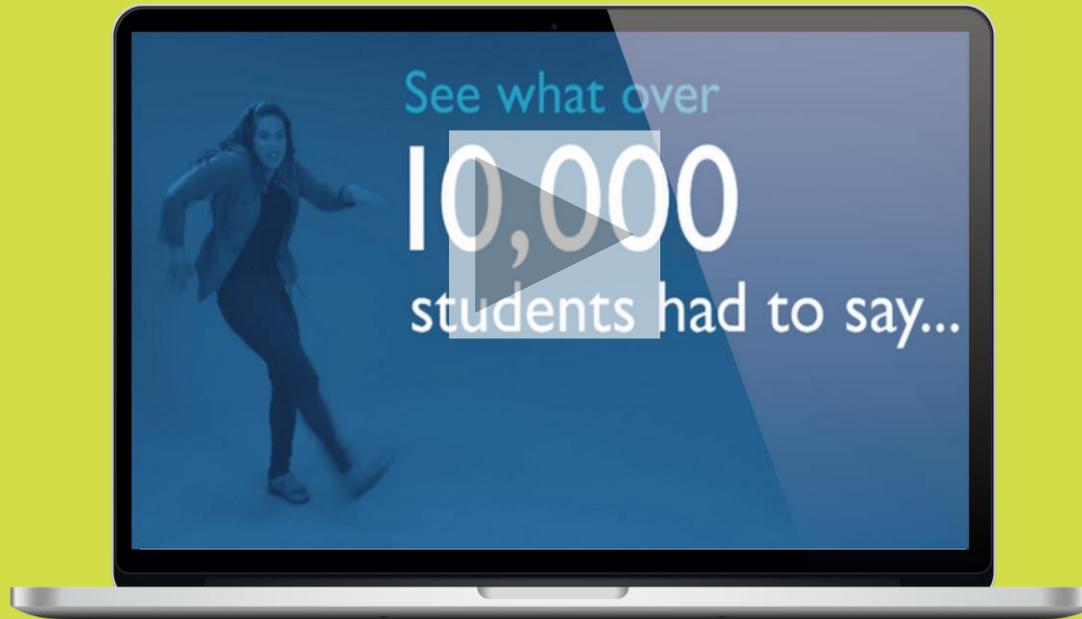
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- Personalized study plans made possible by real-time assessments
- Integrates with most LMS
- Integrated grade book

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printed textbook
or as standalone
codes plus e-Text



MyLab & Mastering

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Engage Students

Improve Results

Time efficiency



Blackboard



canvas
BY INSTRUCTURE

Sakai



brightspace™



Experiential Learning: Online simulations



“Learning by Doing”

- Let students put theory into practice by forming their own companies
- Learn soft-skills - communication, problem solving, critical thinking, and analysis of both verbal and financial data - improving employability
- Make better use of contact time

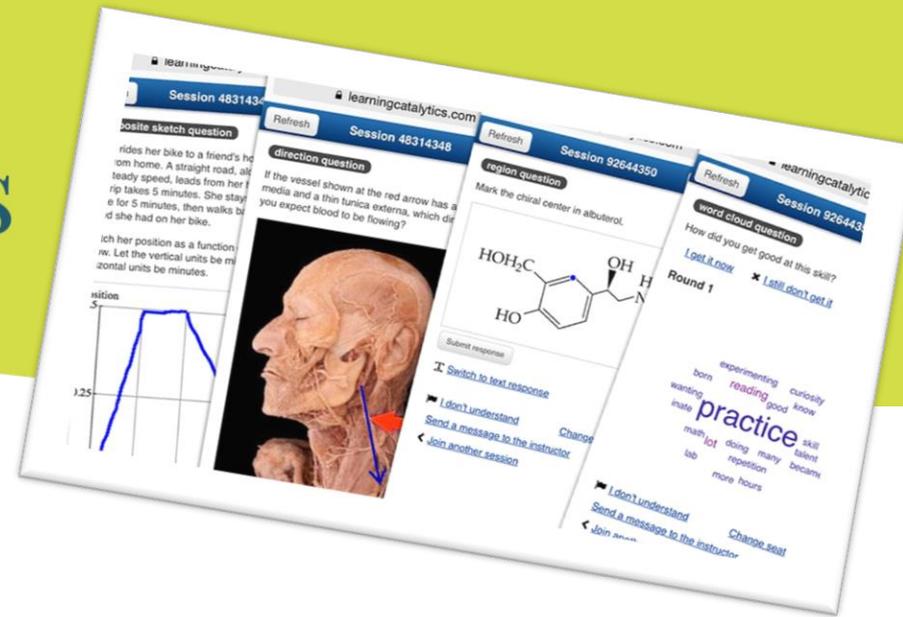


Learning Catalytics

Give every student a voice with Learning Catalytics

A bring-your-own-device classroom response system

- Founded by Eric Mazur, a guru in peer instruction, and enables peer instruction
- **18 different question types** including open-ended questions to develop critical thinking skills
- **Gradebook** gives lecturers insight into individual and course level performance
- Lecturers write their own questions, use Pearson's bank, or the community bank
- Allows lecturers to **flip the classroom**
- **Avoids the administrative load** of using physical clickers





Custom Publishing

Personalised Print and Online Resources – CUSTOM PUBLISHING

We give you the freedom to design your chosen course materials based on exactly what and how you want to teach.

Here are some examples of customised resources:

- A print textbook or eBook with content specific to your course needs
- A study skills textbook or eBook to support your students' academic skills





Methodology seminars /
training workshops
on 21st century skills
to add more value to
what we do together.



**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.



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Beyond the Hype: Digital learning based on learning science

#beyondthehype



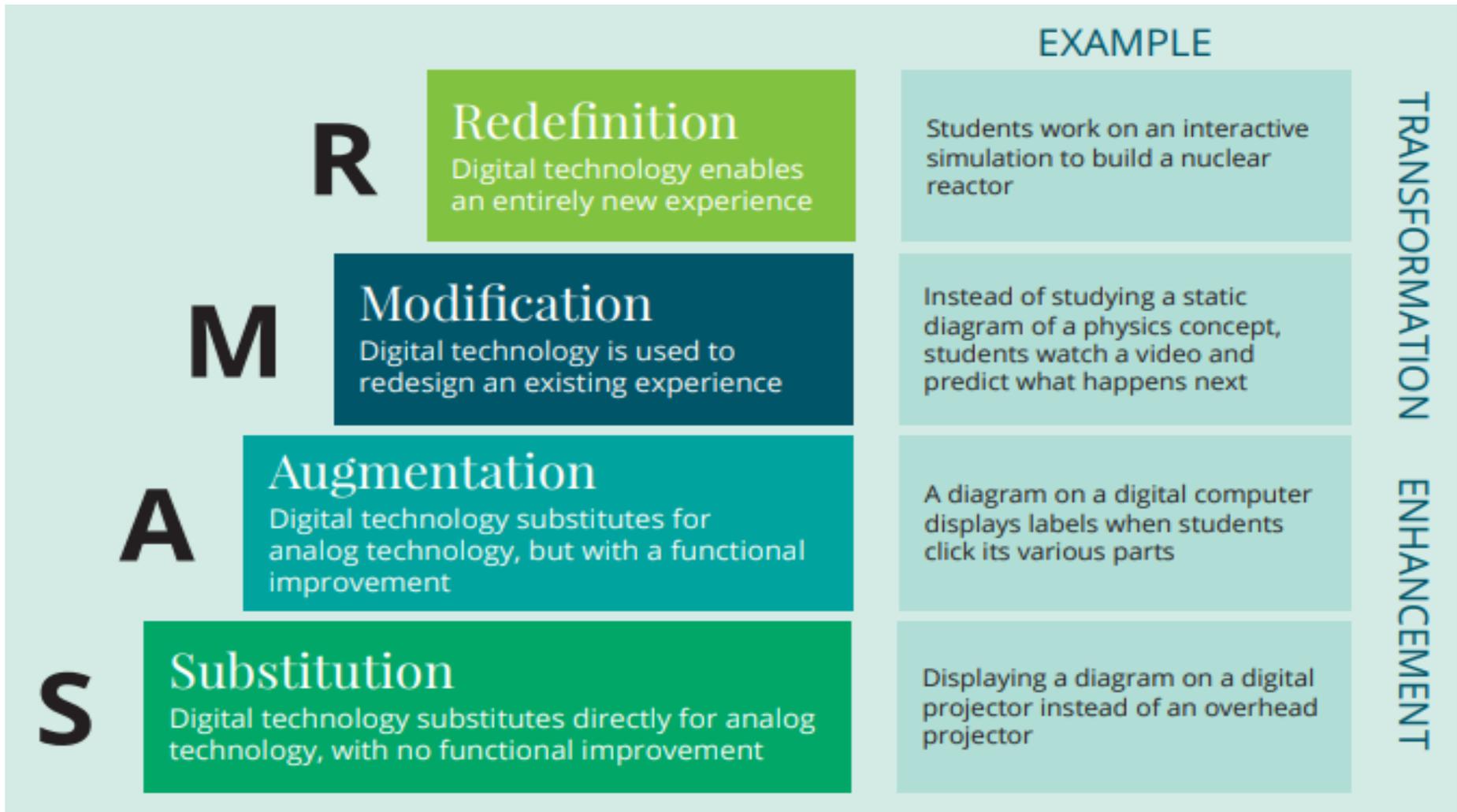
Beyond the Hype – main ideas

- 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



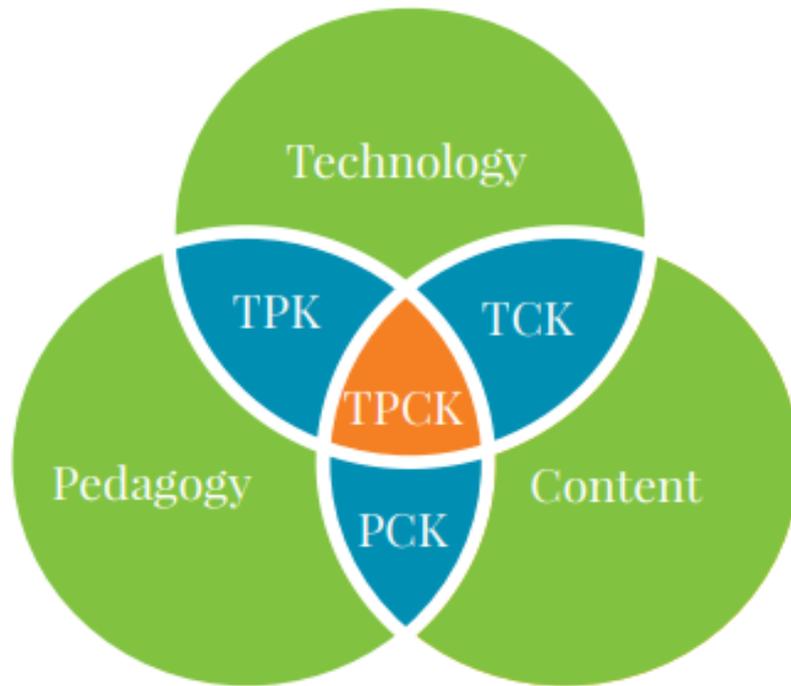
Dan Belenky,
Director of Science of
Teaching and Learning
Research

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

www.pearsoned.co.uk

erzsebet.csibi@pearson.com