



Pearson

Career & Technical Education

MyMarketingLab Overview

MyMarketingLab fosters engagement both within and outside the classroom, helping students better prepare for class, quizzes, and exams—resulting in improved performance in the course.

Highlights of this fully integrated learning program include:

Marketing Metrics Assignments allow your students to practice their marketing metrics and analytics skills, improving their understanding of the quantitative aspects of Marketing.

Video Exercises These engaging videos explore a variety of business topics related to the theory students are learning in class. Quizzes assess students' comprehension of the concepts covered in each video.

Writing Space offers a single place to create, track, and grade writing assignments, provide resources, and exchange meaningful, personalized feedback with students, quickly and easily.

Dynamic Study Modules Help students study effectively on their own by continuously assessing their activity and performance in real time. Here's how it works: students complete a set of questions with a unique answer format that also asks them to indicate their confidence level. Questions repeat until the student can answer them all correctly and confidently. Once completed, Dynamic Study Modules explain the concept using materials from the text. These are available as graded assignments prior to class, and accessible on smartphones, tablets, and computers. Available for select titles.

Link to MyMarketingLab website:

<http://www.pearsonmylabandmastering.com/northamerica/mymarketinglab/>