



Pearson

# Reading Reimagined: Studierende mit Pearson Revel zum Lesen motivieren



# Agenda

- 1 | Was ist Revel?
- 2 | Einblicke in die Lernplattform
- 3 | Fragen, Antworten & Diskussion

# Haben Sie das auch schon mal gedacht?

„Studierende lesen ja nichts mehr“

„Meine Studierenden nutzen das Material gar nicht“

„Ich bin gar nicht sicher, wo meine Studierenden gerade Schwierigkeiten haben“

„Die Studierenden haben keine Lust auf trockene Theorie ohne Anwendungsbezug“



# Haben Ihre Studierenden das auch schon mal gedacht?

„Ich habe keine Lust auf Lesen“

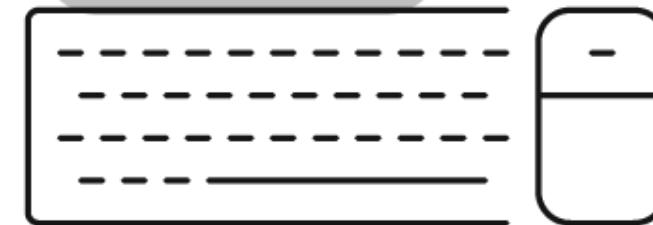
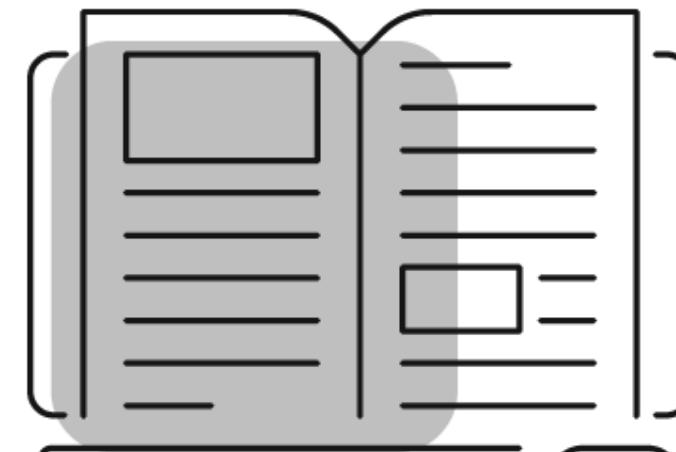
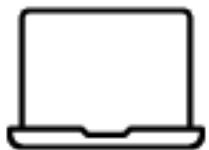
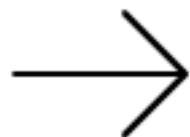
„Immer diese Materialflut ...“

„Ich verstehe dieses Thema einfach nicht“

„Ich erkenne den Sinn hinter dem Material gar nicht“



Revel ...



# Revel ...

... liefert eine ansprechende Mischung aus Medien, Assessments, Aktivitäten und mehr

... bestärkt Studierende im aktiven Verstehen und Anwenden theoretischer Inhalte

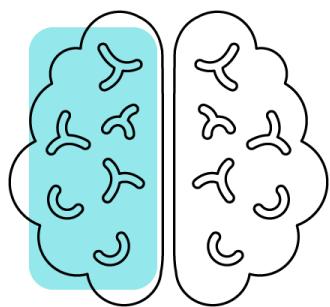
... fördert Konzeptverständnis und kritisches Denken

... gibt umfangreiche Einblicke in die Leistungen der Studierenden

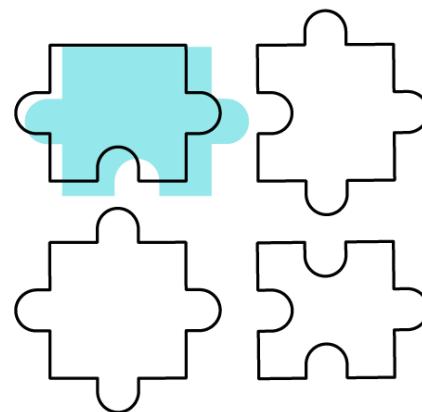
... ist mehr als die digitale Version des Lehrbuchs

# Prinzipien der Lerngestaltung

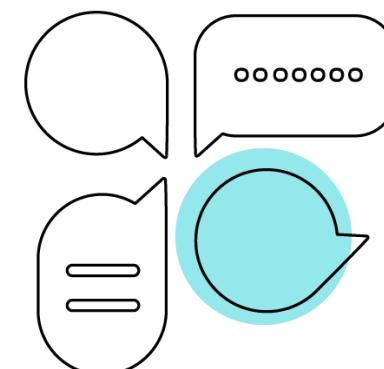
Reduzierung  
lernirrelevanter  
kognitiver Belastung



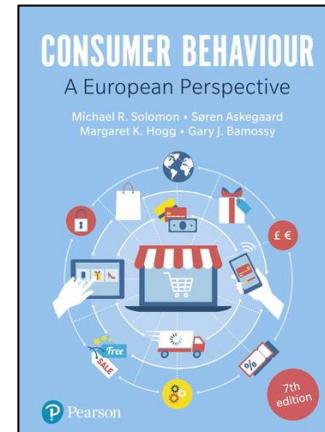
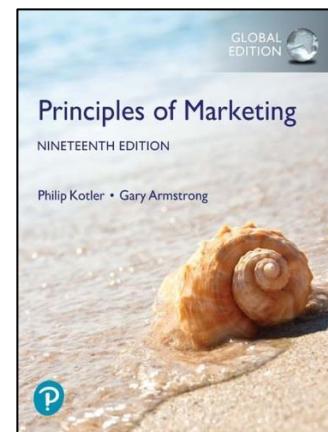
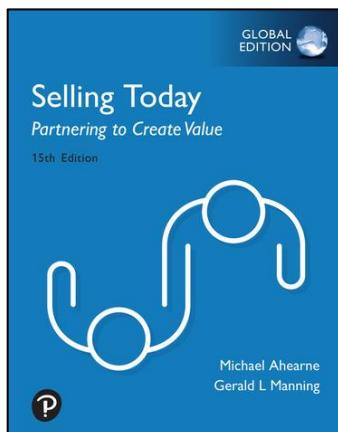
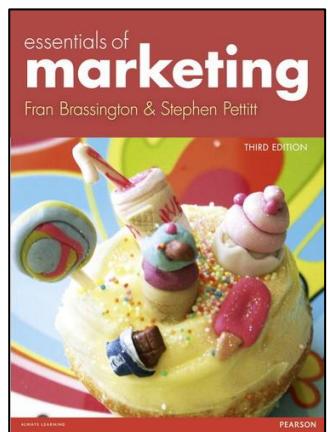
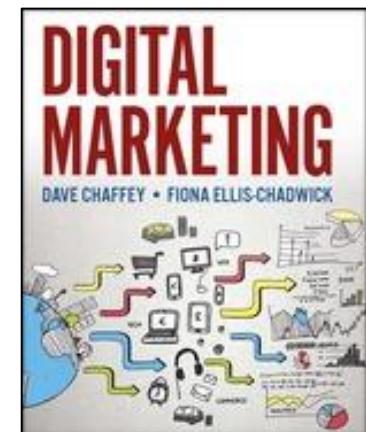
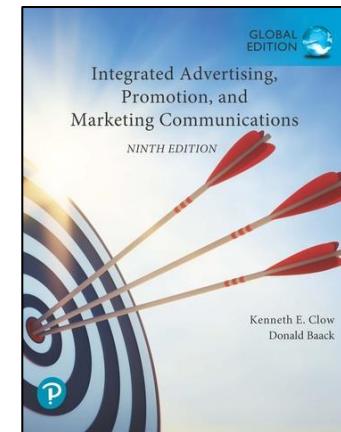
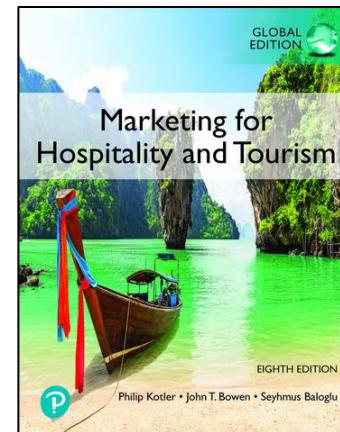
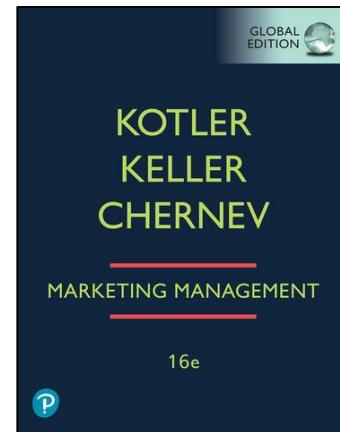
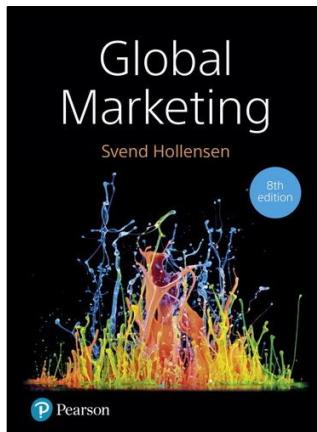
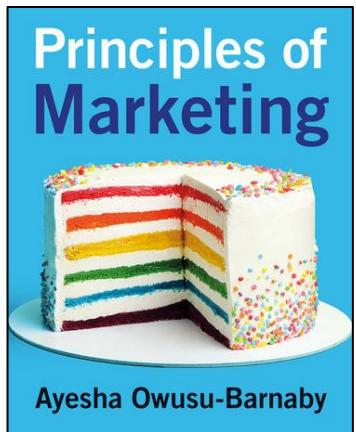
Förderung von aktivem  
und konstruktivem  
Lernen



Sofortige  
Bereitstellung von  
Feedback



# Revel Portfolio für Marketing



[Weitere Lehrbücher mit Pearson Revel in unserem Onlineshop entdecken](#)

# Das Lehrbuch

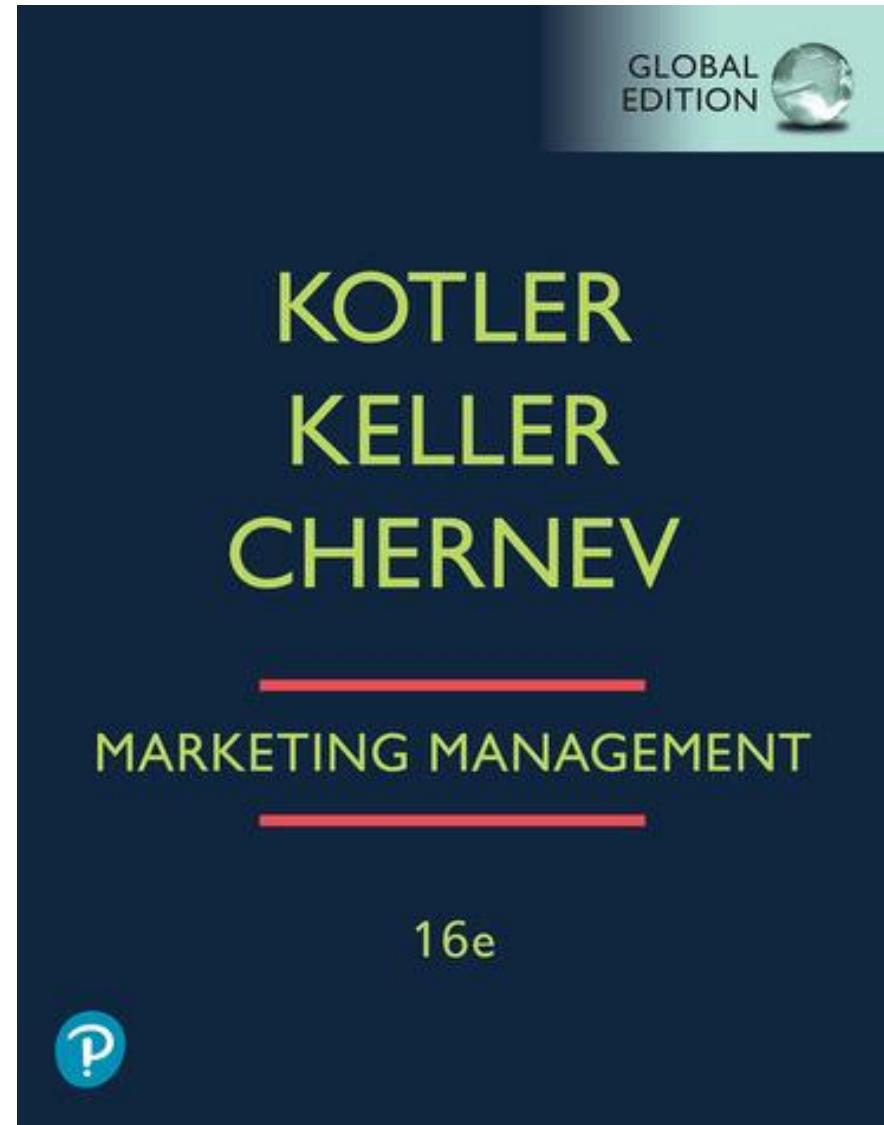
Marketing Management, 16th Edition, Global Edition

von Philip Kotler, Kevin L. Keller, Alexander Chernev

Fangen Sie an, wie ein Vermarkter zu denken - mit dem Standardwerk für das Marketingmanagement von heute.

Marketing Management, 16. Auflage ist die neueste Version dieses wegweisenden Textes und bietet einen umfassenden Einblick in die neuesten Theorien und Praktiken im Marketingumfeld.

Das Buch bietet eine umfassende Analyse des Aufbaus und der Verwaltung erfolgreicher Marketingkampagnen, wobei der Schwerpunkt auf den Entscheidungen liegt, die Manager im Hinblick auf die Unternehmensziele treffen müssen. Der leserfreundliche Inhalt, die universelle Anwendung in der Praxis und die Berücksichtigung der neuesten Entwicklungen machen dieses Buch zu einem Muss, das Ihnen das Wissen und die Werkzeuge vermittelt, die Sie für eine erfolgreiche Karriere in diesem Bereich benötigen.



# Einblicke in Revel

mit Marketing Management, 16th Edition

# Dashboard

Übersichtliches Dashboard für schnelle Einsicht in die Leistungen und Aktivitäten Ihrer Studierenden sowie aktuelle Assignments

The dashboard is divided into several sections:

- Assignment status:** Shows 4 published and 0 unpublished assignments. Includes a "Publish all" button.
- Overall class performance:** Shows that no assignments are past the due date. Includes a bar chart of average scores and a table of grade distribution.
- Recent student activity:** Shows activity based on 1 assignment from Jul 11. Includes a donut chart showing 0% struggling and 50% low activity.
- Student enrollment:** Shows 2 enrolled total students.
- Class setup:** Shows - days until class starts and - days until first assignment. Includes a "Review settings" button.
- Class performance:** A link to view more details.

# Grades

Leistungsübersicht mit detaillierten Einsichtsmöglichkeiten in die Fortschritte der Studierenden sowie Informationen über Aktivität und

	Name ↑	Score ↓	Work complete ↓	Time on task ↓
<b>JUL 23</b>	<b>GS German Student</b> Last active 8 minutes ago	83%	56% of assigned	1 h 11 min
	<b>SS Student Student</b> Last active 1 minute ago	11% of assigned	16 min	
	Low activity			

**Chapter 9: International strategy** Quiz  
1 low activity 1 challenging item

**Quiz 9.1 Internationalisation drivers** Quiz  
2 low activity

**9.2 Geographic sources of advantage** Reading

**Illustration 9.2 question 2** Journal  
50% of assigned  
1/2 students n/a

**Illustration 9.2 question 1** Journal  
50% of assigned  
1/2 students n/a

**Quiz 9.2 Geographic sources of advantage** Quiz  
1 low activity challenging  
50% of assigned  
1/2 students 1 min

**9.3 International strategies** Reading  
n/a Not scored 1 min

**Thinking Differently chapter 9** Shared writing  
0% of assigned  
0/2 students

# Assignments

Vorgefertigte oder eigene Assignments erstellen und mit Medien anreichern.

The image shows a digital interface for managing assignments. On the left, a list of assignments is displayed with their due dates, titles, and submission status. On the right, a sidebar shows upcoming assignments with their due dates and descriptions.

Assignment	Due Date	Description
Chapter 1: Introducing strategy	JUL 11	100% of class submitted   1 challenging item
Chapter 3: Industry and sector analysis	JUL 16	33% of class submitted   2 low activity students
Chapter 9: International strategy	JUL 23	50% of class submitted   1 low activity student   1 challenging item
Chapter 12: Evaluating strategies	JUL 30	50% of class submitted   1 low activity student

**Due next**

Assignment	Due Date	Description
2: Methodology: How Social Psychologists Do Research	MAY 15	12 items   Worth 125 pts

**Upcoming**

Assignment	Due Date	Description
3: Social Cognition: How We Think About the Social World	MAY 19	3 of 12 complete   Worth 133 pts
4: Social Perception: How We Come to Understand Other People	MAY 23	12 items   Worth 130 pts

# Videos und interaktive Inhalte

**Video**  
Three tips about scenario analysis

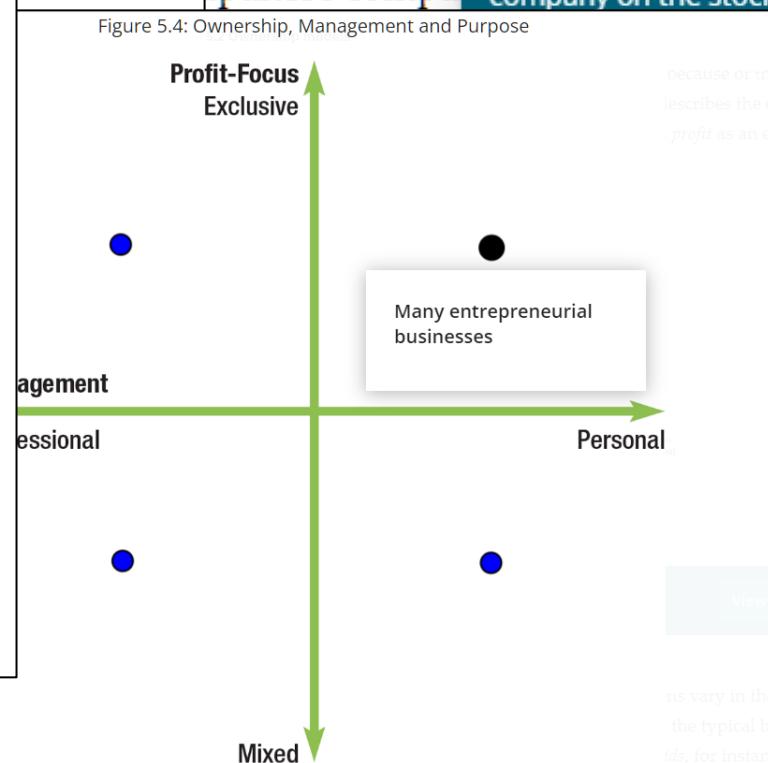


**Transcript**

Alongside the **IPO** market, it's to recover the Japanese companies could come Japanese company

**IPO**  
refers to initial public offering – launch of a company on the stock market

Figure 5.4: Ownership, Management and Purpose



because or in describes the profit as an e

ns vary in the the typical b  
ide, for instan

# Simulationen

## Mini-Sim: Creating Customer Value

### Creating Customer Value

MY PROGRESS - 6% ▶ | ⏹ | ⓘ

#### Your Job

Your boss explains what she needs you to do:

"Your job is to evaluate the market for fitness technology to uncover opportunities for our new products. Your focus should be on making recommendations where customer value can be created and firm goals achieved."

"The fitness technology industry is full of well-established competitors. Powerfully Fit needs to break through the clutter to grab the consumer's attention. Keys to our successful product launch and profitability are creating customer value and developing loyal customers."

Click **Next** to continue.



## Marketing Plan

MY PROGRESS - 7% ▶ | ⏹ | ⓘ

### Planning Moment: Threats vs. Opportunities

The marketing research team has presented you with the research on the external environment. Your first task is to group the findings of the research into threats and opportunities for the marketing plan.

Read and drag each of the following phrases to either "Threats" or "Opportunities," and click **Submit**.

Threats	Opportunities
	<p>Treads' competitors are using a multi-channel distribution strategy.</p>
	<p>Millennials do the majority of shopping using online or mobile channels.</p>
	<p>Treads' manufacturing facility is located southwest of the city.</p>

# Quizzes und Concept Checks

Quizzes zur Überprüfung des Wissens und Festigung des Gelernten. Sofortiges Feedback auf die Antworten.

The image shows a learning platform interface with two main sections: a quiz and a concept check.

**Quiz Section:**

- Header:** QUIZ, Concept Check 1.2: The New Marketing Realities
- Text:** Beneficiaries may not even know in what stake and have little power to influence
- Score:** -- of 0 points
- Text:** Illustration 5.1 and the government
- Text:** There is a minimum of 120 characters required to submit, your response can be viewed
- Text:** Adapt the corporate governance chain diagram in Illustration 5.1. What were the weaknesses?
- Text:** Write your response here...
- Buttons:** Save draft, Submit

**Concept Check Section:**

- Header:** 0 of 3 points, EOM Q8.3.1
- Text:** 2 tries left
- Text:** Social norms are defined as
- List:**
  - A. Implicit or explicit rules of acceptable behaviors, values, and beliefs.
  - B. Rules about other people's behavior, values, and beliefs.
  - C. Information about how other people behave in certain social settings.
  - D. Explicit rules about how we should behave in given social contexts.
- Text:** That's incorrect.
- Text:** Consider This: This is not an accurate definition of social norms. LO 8.3: Explain how normative social influence motivates people to conform.
- Buttons:** Submit

# Notebook

Notizen direkt mit Ihren Studierenden teilen, um wichtige Konzepte hervorzuheben. Übersichtliche Darstellung für einfache Navigation und Unterscheidung zwischen eigenen und geteilten Notizen.

## 8: Conformity and Obedience: Influencing Behavior

[The Consequences of Resisting Normative S... !\[\]\(a3dcc95fae0e59b7ee0d40f89b34cdef\_img.jpg\)](#)

Unveiling Normative Social Influence by Breaking the Rules

You can also try this activity!

[8.3: Normative Social Influence: The Need to... !\[\]\(16aeb3237f754b7599789ef654002ff2\_img.jpg\)](#)

We conform to the group's social norms—implicit (and sometimes explicit) rules for acceptable behaviors, values, and beliefs

We will talk about this next time, please read this chapter until then.

[Social Groups](#)

[Summary and Key Terms: Group Processes: In...](#)

[The Composition and Functions of Groups](#)

[The Zimbardo Prison Study](#)

Remember!

[9.1: What Is a Group?](#)

A group consists of two or more people who interact and are interdependent in the sense that their needs and goals cause them to influence each other

Definition "Group"

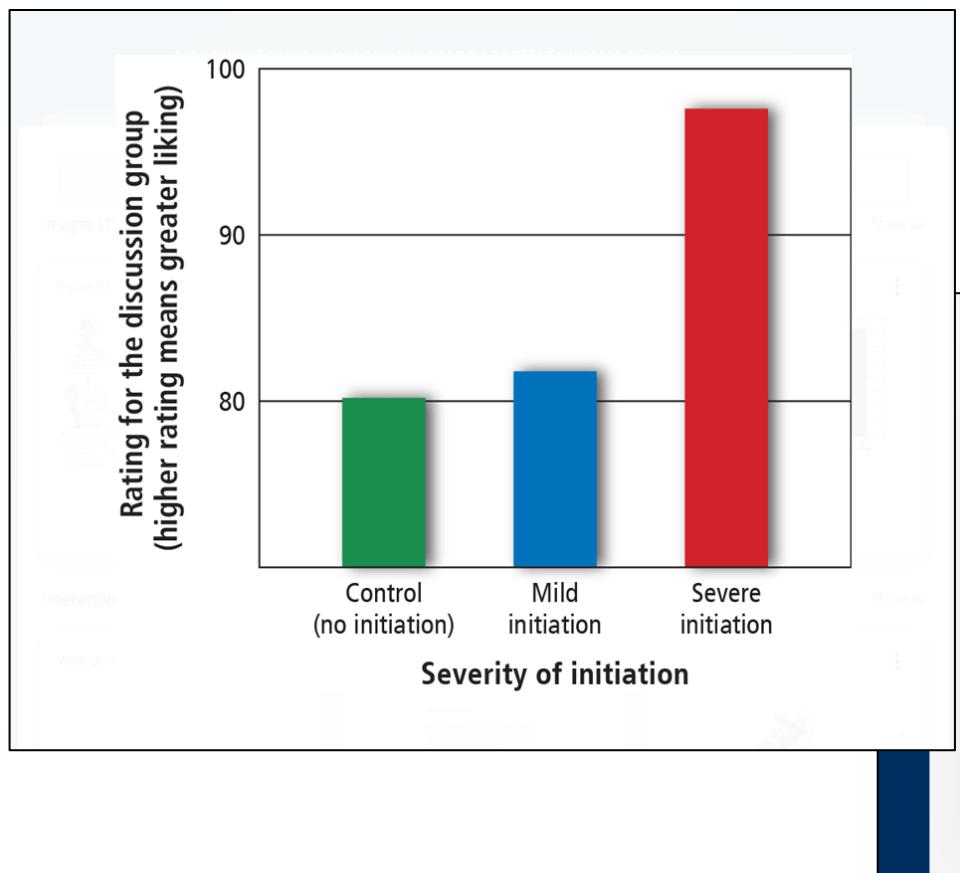
[Social Psychology in Action 2: Social Psychology and Health](#)

[Social Psychology in Action 2: Social Psychology ...](#)

Reread before exam

# Study

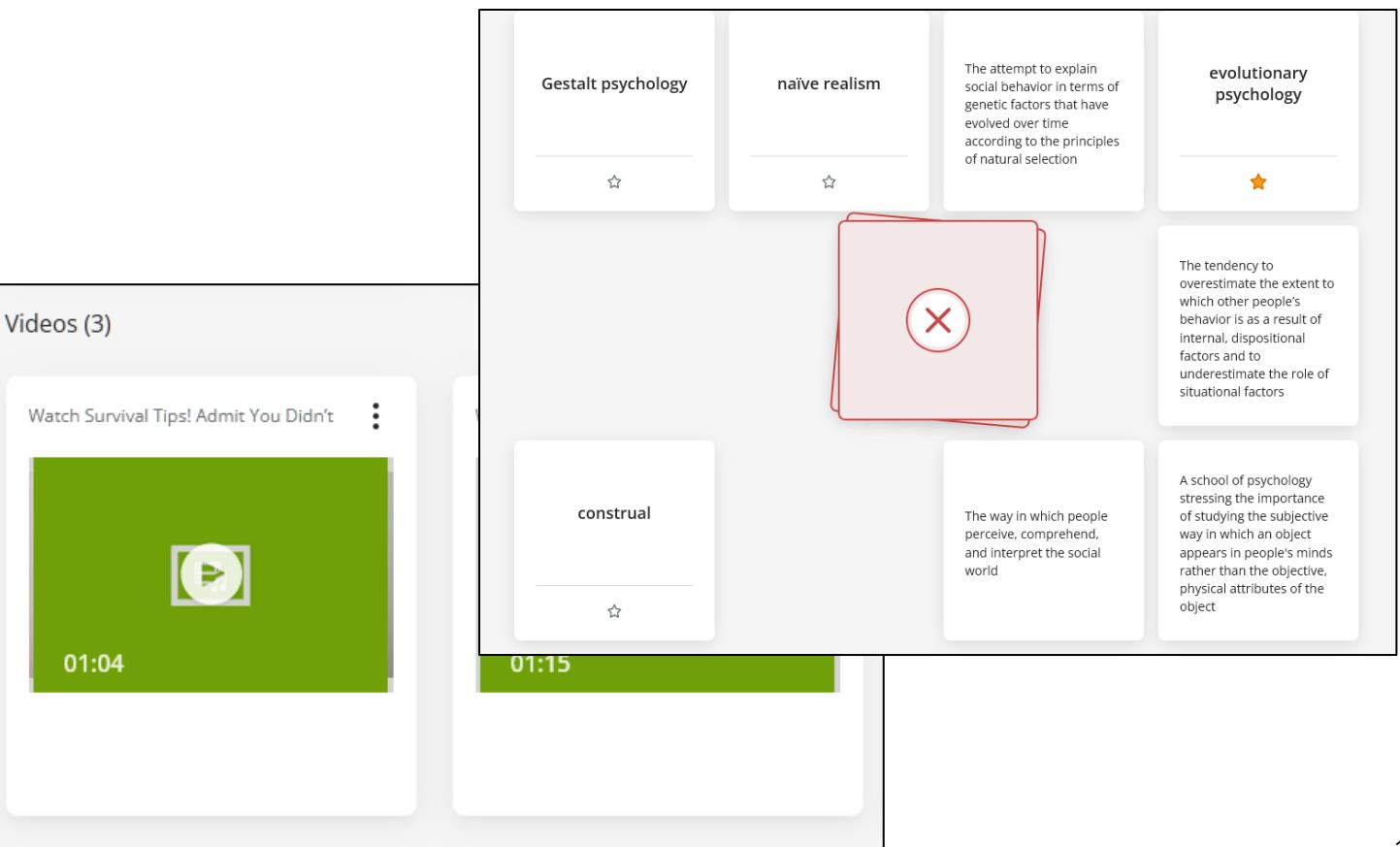
Eigenständiger Lernmodus für Ihre Studierenden mit Zugriff auf Lernkarten, Videos, interaktive Medien und vieles mehr



Rating for the discussion group (higher rating means greater liking)

Severity of initiation	Rating
Control (no initiation)	80
Mild initiation	82
Severe initiation	97

Severity of initiation



Videos (3)

Watch Survival Tips! Admit You Didn't

01:04

Gestalt psychology

naïve realism

The attempt to explain social behavior in terms of genetic factors that have evolved over time according to the principles of natural selection

evolutionary psychology

evolutionary psychology

construal

The way in which people perceive, comprehend, and interpret the social world

The tendency to overestimate the extent to which other people's behavior is as a result of internal, dispositional factors and to underestimate the role of situational factors

A school of psychology stressing the importance of studying the subjective way in which an object appears in people's minds rather than the objective, physical attributes of the object

# Pearson Revel Case Study

The academic lead and teaching team found that Revel brought many benefits to their 'Introduction to Business and Management' module. They felt it **added value and saved instructors time**, seemingly increasing engagement with reading and student satisfaction through features such as highlighting. The digital experience compared positively to traditional textbooks and the service Pearson provided contributed to the overall feeling that Revel provided value for money for both instructors and students.

[Die Studie zum Nachlesen](#)

# LMS Integration

**Blackboard**

moodle

brightspace<sup>TM</sup>  
by D2L

canvas  
BY INSTRUCTURE

Einfacher Zugriff ab dem ersten Tag

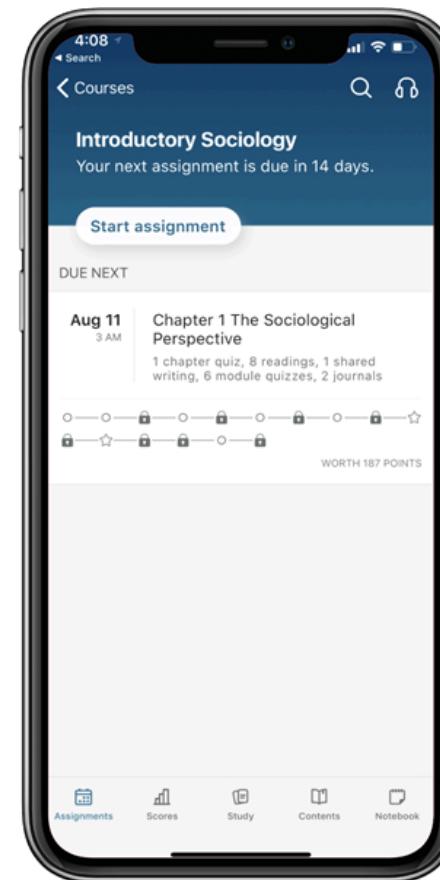
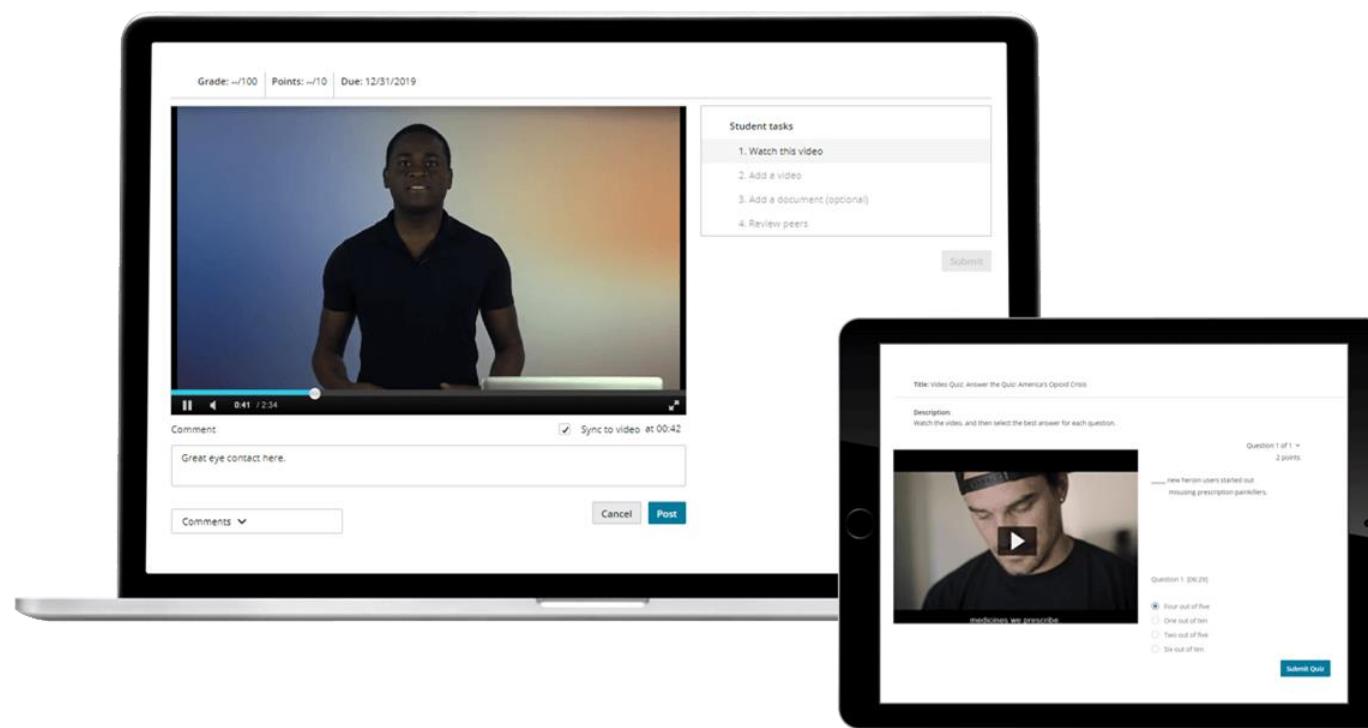
Eine LMS-Integration bietet Institutionen, Lehrkräften und Studierenden einen einfachen Zugriff auf ihre Revel-Kurse über Blackboard Learn<sup>TM</sup>, Canvas<sup>TM</sup>, Brightspace by D2L und Moodle.

Mit einer einzigen Anmeldung können Studierende bereits am ersten Tag auf die interaktiven Inhalte in Revel zugreifen. Mit den flexiblen Funktionen zur Synchronisierung von Noten auf Abruf können Lehrkräfte genau steuern, welche Noten in ihr LMS-Gradebook übertragen werden sollen.

[Mehr über LMS Integrationen erfahren](#)

# Jederzeit, überall, online & offline

Über den Browser oder die App



# Nächste Schritte

## Zugriff zu Revel erhalten

Um Zugang zu Revel zu bekommen, wenden Sie sich an [Ihren persönlichen Ansprechpartner](#).

Gerne unterstützen wir Sie bei der Erstellung eines Kurses und beim Einsatz der Lernplattform in Ihrer Lehrveranstaltung.

Das Handout zu diesem Webinar erhalten Sie im Anschluss per E-Mail.



Pearson

Haben Sie  
Fragen?





Pearson