

# 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“

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

„Meine Studierenden nutzen  
das Material gar nicht“

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



# Haben Ihre Studierenden das auch schon mal gedacht?

„Ich habe keine Lust auf  
Lesen“

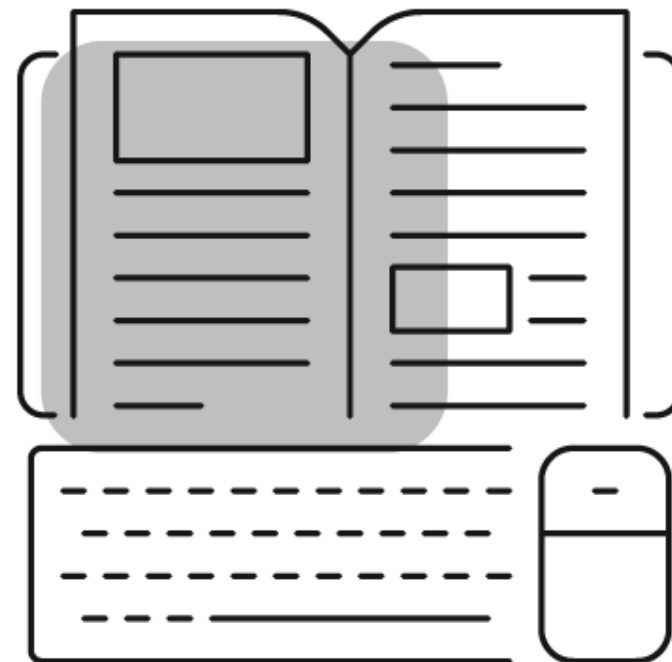
„Immer diese Materialflut ...“

„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

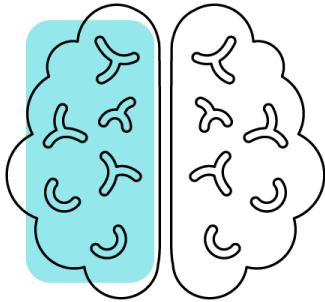
... fördert Konzeptverständnis und kritisches Denken

... gibt umfangreiche Einblicke in die Leistungen der Studierenden

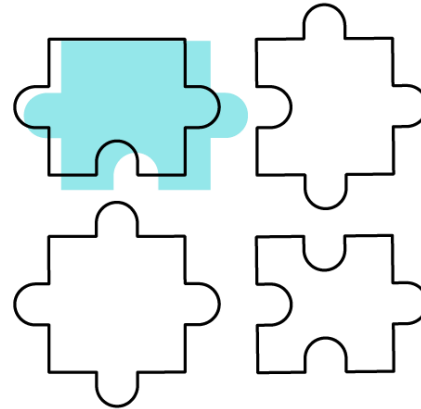
... ist mehr als die digitale Version des Lehrbuchs

# Prinzipien der Lerngestaltung

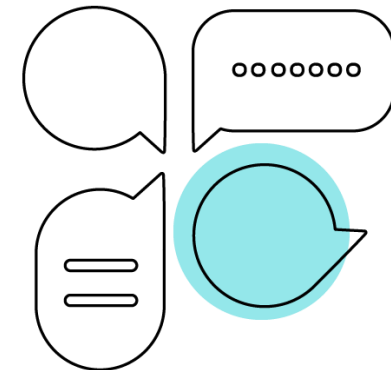
**Reduzierung  
lernirrelevanter  
kognitiver Belastung**



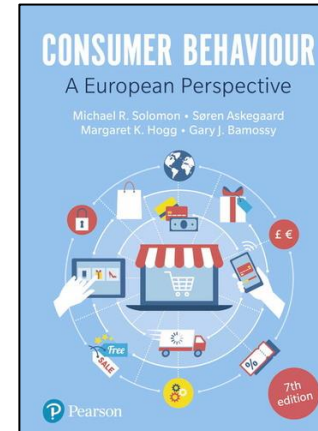
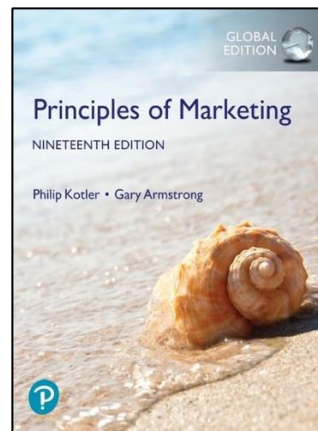
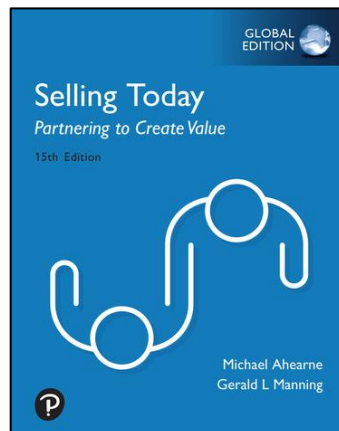
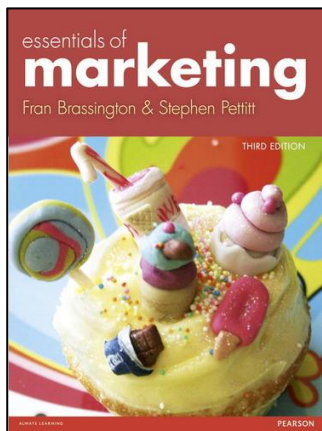
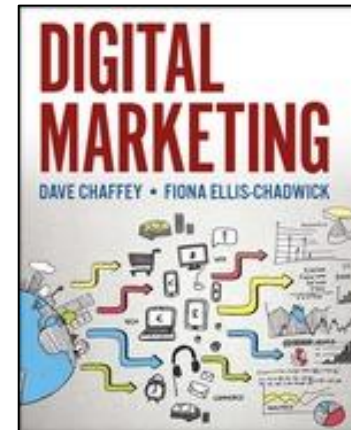
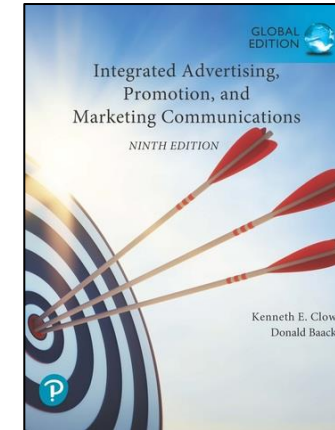
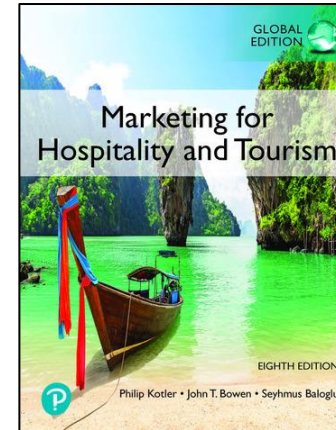
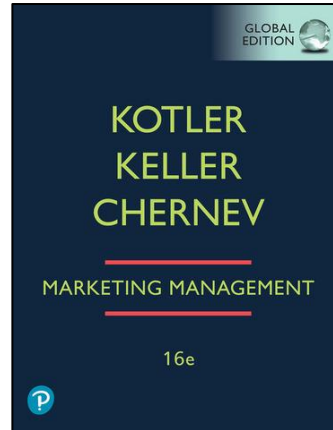
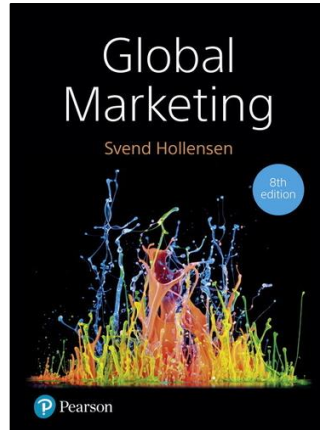
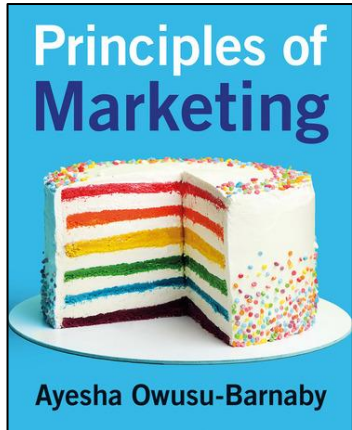
**Förderung von aktivem  
und konstruktivem  
Lernen**



**Sofortige  
Bereitstellung von  
Feedback**



# Revel Portfolio für Marketing



Weitere  
Lehrbücher mit  
Pearson Revel  
in unserem  
Onlineshop  
entdecken

# Das Lehrbuch

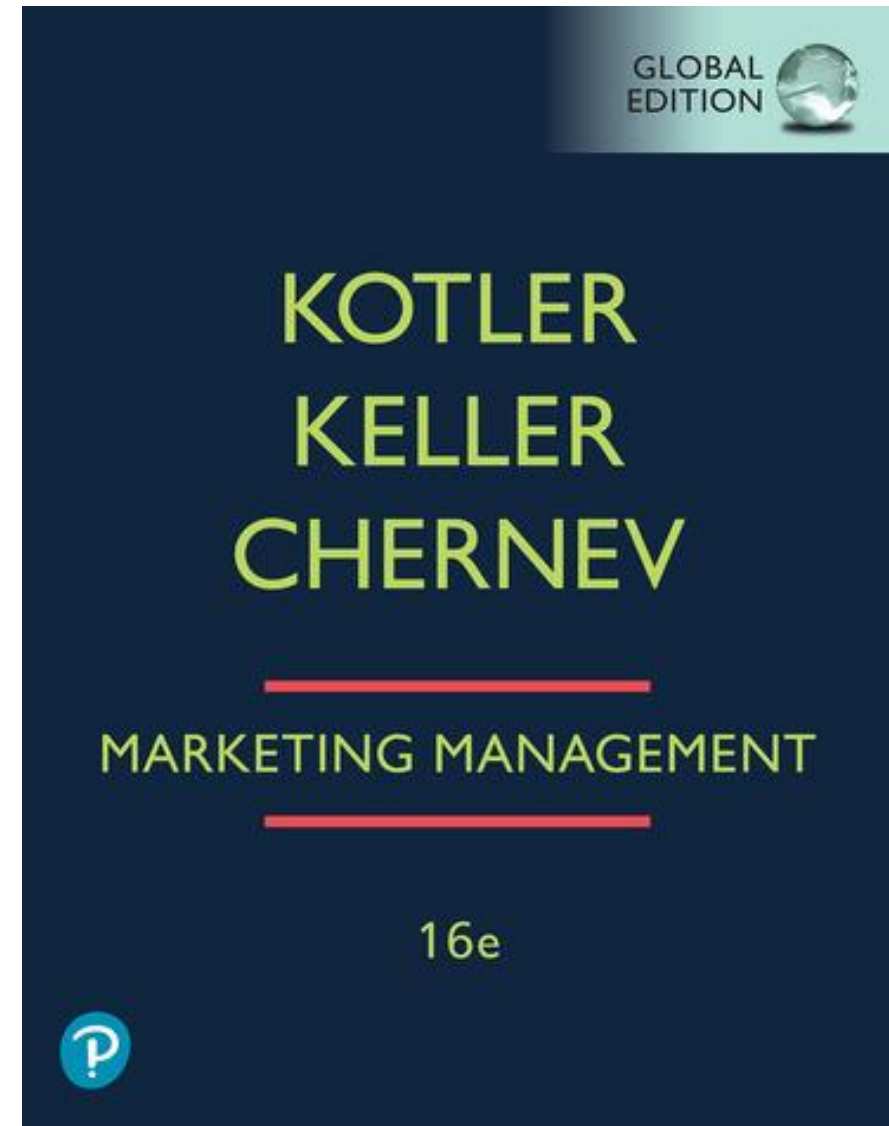
Marketing Management, 16th Edition, Global Edition

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.



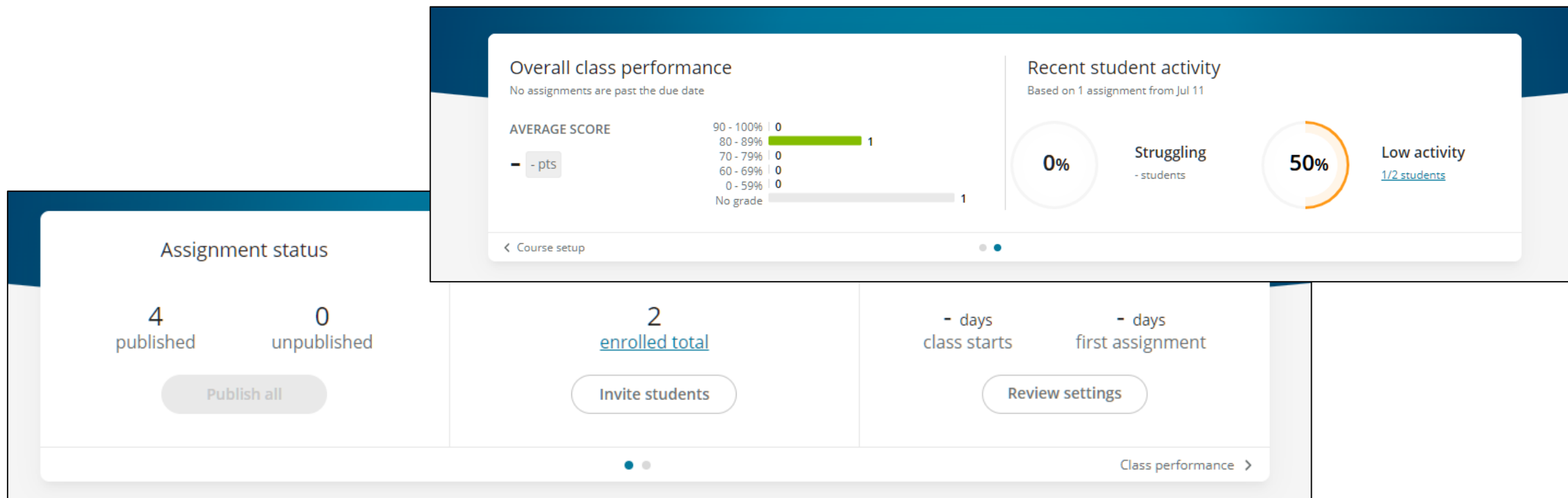


# Einblicke in Revel

mit Marketing Management, 16th Edition

# Dashboard

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



# Grades

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

JUL 23

Chapter 9: International strategy

● 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

⋮

Name ↑

Score ↕

Work complete ↕

Time on task ↕

GS

German Student

Last active 8 minutes ago

83%

56% of assigned

1 h 11 min

⋮

SS

Student Student

Last active 1 minute ago

11% of assigned

16 min

⋮

● Low activity

# Assignments

Vorgefertigte oder eigene Assignments erstellen und mit Medien anreichern.

JUL 11

Chapter 1: Introducing strategy

100% of class submitted

1 challenging item

JUL 16

Chapter 3: Industry and sector analysis

33% of class submitted

2 low activity students

JUL 23

Chapter 9: International strategy

50% of class submitted

1 low activity student

1 challenging item

JUL 30

Chapter 12: Evaluating strategies

50% of class submitted

1 low activity student

Due next

MAY 15

2: Methodology: How Social Psychologists Do Research

12 items | Worth 125 pts

Upcoming

MAY 19

3: Social Cognition: How We Think About the Social World

3 of 12 complete | Worth 133 pts

MAY 23

4: Social Perception: How We Come to Understand Other People

12 items | Worth 130 pts

13

# Videos und interaktive Inhalte

## Video

Three tips about scenario analysis

## Three tips about scenario analysis

Richard Whittington

Pearson  
0:02 / 4:39

Transcript

Alongside the **IPO** market,

ts to recover the

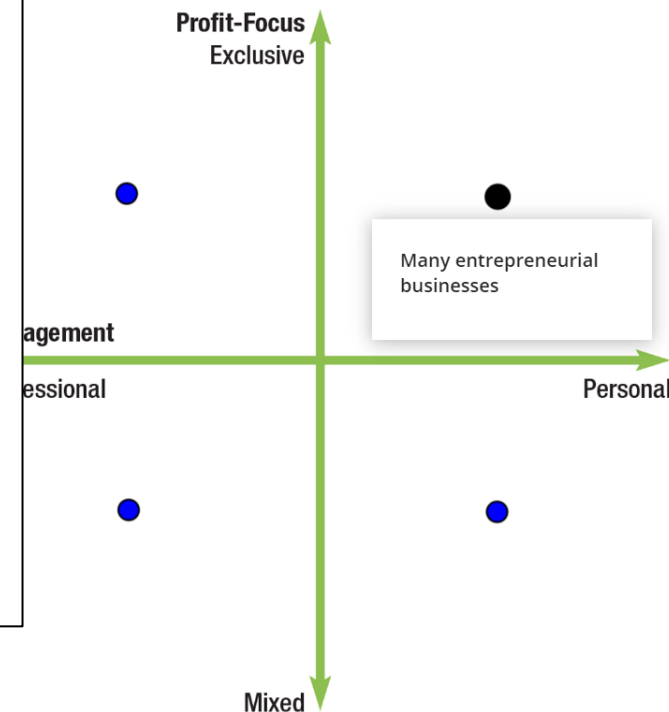
ammes could co

apanese compa

**IPO**

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

Figure 5.4: Ownership, Management and Purpose



# 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%

### Mentoring Moment: Threats vs. Opportunities

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

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</p>

# Quizzes und Concept Checks

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

The image displays three overlapping screenshots of a learning management system (LMS) interface, illustrating the quiz and concept check functionality.

**Left Screenshot:** Shows a quiz question titled "Beneficiaries may not even know in wh stake and have little power to influence". Below the question, there is a text input field with the placeholder "Write your response here...". At the bottom, there are two buttons: "Save draft" and "Submit".

**Middle Screenshot:** Shows a quiz titled "quiz" with the subtitle "Concept Check 1.2: The New Marketing Realities". Below the title, there is a "Question List" section with two items: "EOM 1.2.1" (marked with a yellow dot) and "EOM 1.2.2" (marked with a grey dot).

**Right Screenshot:** Shows a quiz question titled "EOM Q8.3.1" with a score of "0 of 3 points" and "2 tries left". The question is "Social norms are defines as". There are four multiple-choice options: 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. Option B is selected. Below the options, there is a red message: "That's incorrect." and a feedback note: "Consider This: This is not an accurate definition of social norms. LO 8.3: Explain how normative social influence motivates people to conform." At the bottom, there is a "Submit" button.

# Notebook

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

The screenshot displays a digital notebook interface with several overlapping note cards. The top-left card is titled "8: Conformity and Obedience: Influencing Behavior" and contains two notes. The first note, "The Consequences of Resisting Normative S...", includes a sub-note "Unveiling Normative Social Influence by Breaking the Rules" and a prompt "You can also try this activity!". The second note, "8.3: Normative Social Influence: The Need to...", contains the text "We conform to the group's social norms—implicit (and sometimes explicit) rules for acceptable behaviors, values, and beliefs" and a reminder "We will talk about this next time, please read this chapter until then." To the right, another card titled "Social Groups" contains notes such as "Summary and Key Terms: Group Processes: In...", "The Composition and Functions of Groups", "9.1: What Is a Group?" (with a definition of a group), and "The Zimbardo Prison Study" (with a "Remember!" reminder). At the bottom, a card titled "Social Psychology in Action 2: Social Psychology and Health" includes a note about rereading before an exam. The interface uses a light gray background with white and light blue note cards, and a purple vertical bar on the far left.

^ 8: Conformity and Obedience: Influencing Behavior

The Consequences of Resisting Normative S... 👤

Unveiling Normative Social Influence by Breaking the Rules

You can also try this activity!

8.3: Normative Social Influence: The Need to... 👤

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

...sses: In...

Summary and Key Terms: Group Processes: In...

The Composition and Functions of Groups

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"

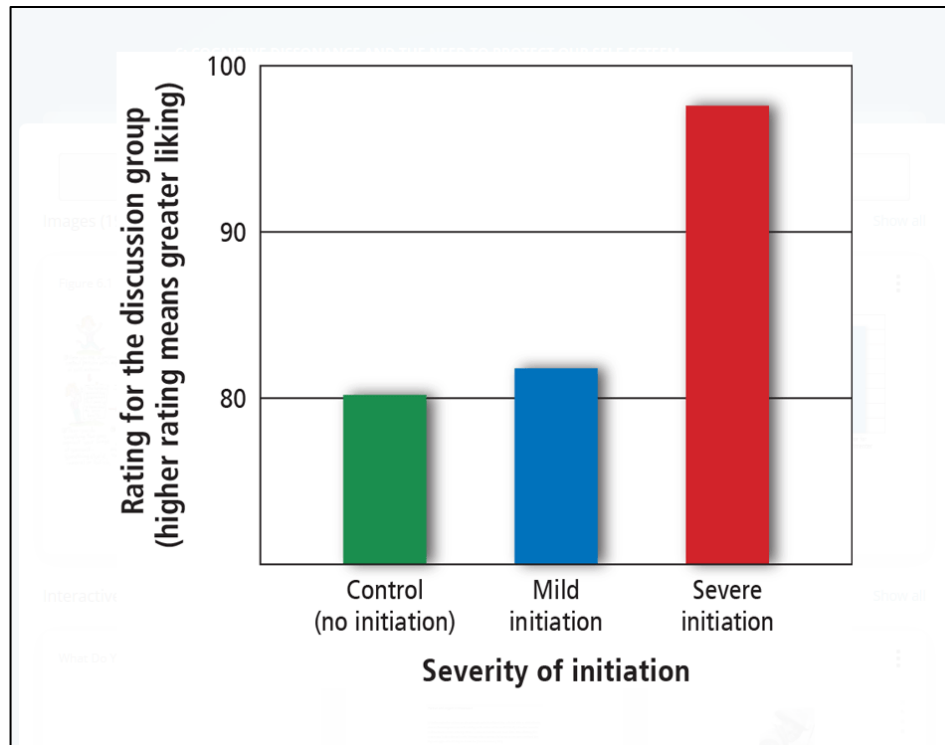
^ Social Psychology in Action 2: Social Psychology and Health

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



Videos (3)

Watch Survival Tips! Admit You Didn't

01:04

01:15

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

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

construal

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

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**



## Einfacher Zugriff ab dem ersten Tag

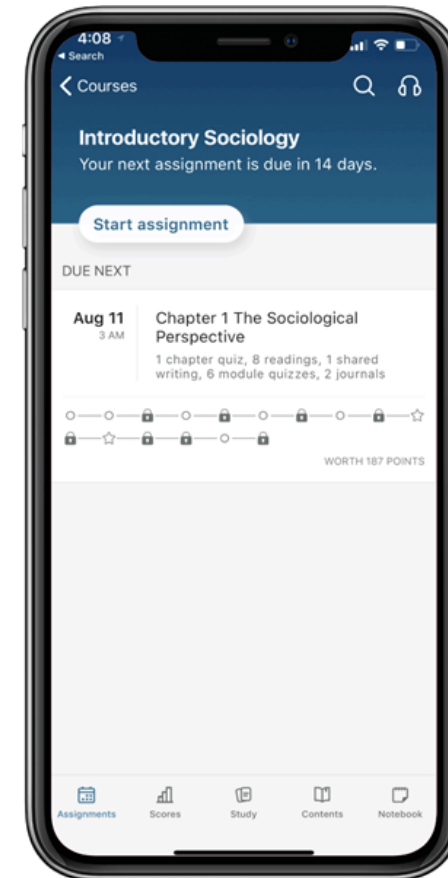
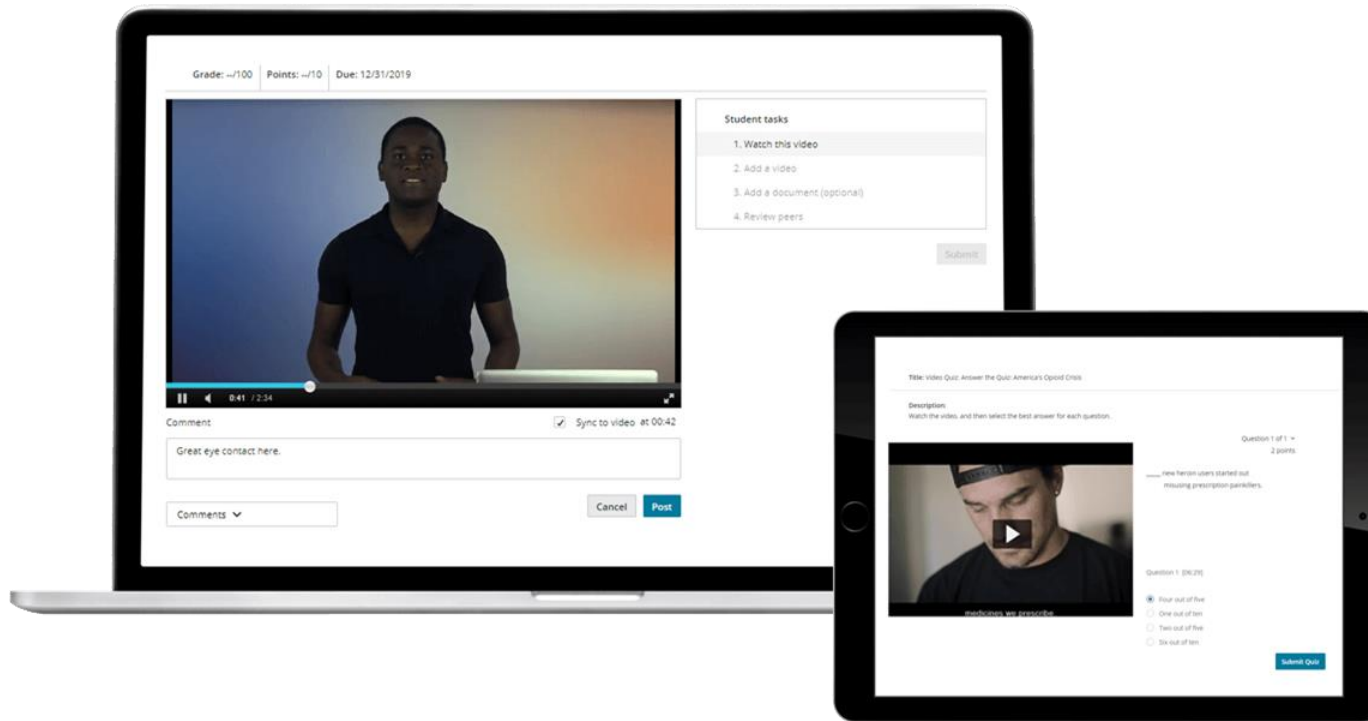
Eine LMS-Integration bietet Institutionen, Lehrkräften und Studierenden einen einfachen Zugriff auf ihre Revel-Kurse über Blackboard Learn™, Canvas™, Brightspace by D2L und Moodle.

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.

Haben Sie  
Fragen?





Pearson