



# Bring real-world marketing into the classroom

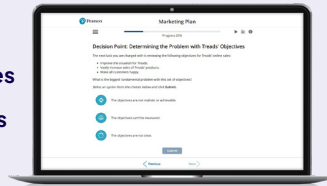
Marketing is a fast-evolving business discipline reshaped daily by AI, shifting consumer behavior, and new digital strategies. You work hard to help students make sense of it all. Pearson’s content and digital tools work alongside your teaching, helping students develop critical thinking skills and flexibility. With hands-on simulations and AI literacy exercises, you help students strengthen the job-ready skills they’ll rely on in their future careers.

## MyLab® Marketing

Trusted content paired with digital tools, plus AI built for learning

### KEY BENEFITS

- Build applied decision-making skills through **Mini-Simulations** & **Ametros Experiential Modules**
- Drive engagement and real-world relevance through the **Video Library** & **Canadian Sketch Series**
- Teach responsible AI use with **AI Literacy Modules** and **Using AI Assignments**
- Support independent study with the **AI Study Tool** offering chapter-based summaries, explanations, and practice questions.



**The result:** Students feel more capable, more prepared, and more able to go from classroom to career.

*“The Mini Sims were the greatest benefit for me because it gave a real life simulation of the concepts learned in the course. Anyone can learn a subject, the skill comes with the application.”*

–Student, New Jersey Institute of Technology

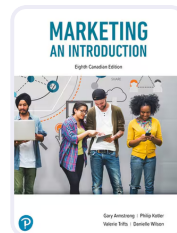
Our marketing titles are written by leading experts and combine foundational concepts with real people, real choices, and real-world applications.

### PRINCIPLES OF MARKETING

- *Marketing: An Introduction, 8th Canadian edition*  
Gary Armstrong | Philip Kotler | Danielle Wilson | Valerie Trifts
- *Marketing, 2nd Canadian edition*  
Michael Shekter | Marina Jaffey

### INTRO TO SELLING

- *Selling Today: Partnering to Create Value, 9th Canadian edition*  
Gerald Manning | Michael Ahearne | Barry L Reece | HF Herb MacKenzie | Margaret Burnes Strawbridge



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