

## Pearson X Ametros Virtual Workplace Experience Instructor Implementation Guide

### **About Ametros Learning:**

Ametros is a learning technology company that has harnessed the power of generative AI to create cutting-edge scenario-based learning experiences that go beyond traditional learning and development. Our innovative approach fosters engagement, skill development and retention, and cultivates lasting behavioural changes.

Our learners are immersed in emotionally charged digital stories that closely mirror real-life scenarios. The application of knowledge in these emotionally charged scenarios drives both cognitive and emotional learning which significantly increases learner commitment to the skills being acquired. Numerous studies have demonstrated that emotional or “affective” learning through precisely designed simulations leads to heightened competency, increased confidence, and superior performance.

### **Pearson x Ametros Virtual Workplace Experience:**

Learners will have the opportunity to apply their understanding of marketing principles, concepts, and practices. They will gain a holistic understanding of some of the challenges that arise when marketing a product or service.

### **Skills Experienced and Assessed:**

- Effective Communication
- Data Analysis
- Critical Thinking
- Problem-Solving
- Decision Making
- Persuasion
- Professional Ethics
- Emotional Intelligence

The series consists of **eight experiential learning modules** focused on the following topics:

1. Analyzing the Marketing Environment
2. Marketing Research and Consumer Behavior
3. Segmentation, Targeting and Position
4. Product and Branding
5. Pricing
6. Distribution
7. Promotion and Advertising
8. Sustainable Business: Social Responsibility and Ethics

#### **How It Works:**

In each experiential learning module, the learner will take on the role of a marketing specialist at The Affirmative Business Collection, or ABC, a local business incubator for small businesses and entrepreneurs. As a marketing specialist, the learner is responsible for meeting with various clients and helping them navigate the world of marketing. To complete their assignment, they are required to interact via simulated email or text-based chat with AI-powered clients, co-workers, supervisors, and other characters.

The learner will be supported by an AI-powered virtual mentor/coach. This character will assume the role of senior marketing lead and will guide the learner throughout the experiential series. Each module will take an estimated **30-45** minutes to complete.

Each interaction with an AI-powered character is designed to measure the learner's ability to demonstrate knowledge and skills. Depending on how successfully the learner communicates and demonstrates the required skills, the character replies with different responses, tone and attitudes providing learners with feedback that mirrors real-life experience. The platform also assesses competency and delivers real-time individualized feedback.

Through authentic interactions, iteration and feedback, learners gain concrete experience in a carefully designed narrative that works toward the resolution of a problem or project.

### **Role of the Instructor**

Your role as the instructor can vary based on your preference. This module is designed to run asynchronously on-demand, though you may choose to provide optional guidance and assessment. Your involvement can range from initial setup and occasional check-ins to thorough ongoing monitoring and feedback.

You can assign as many or as few of the modules that best suit your course.

### **Conclusion and Feedback**

Close the module by summarizing key takeaways and inviting learners to share their experiences. Provide tailored feedback to highlight strengths and areas for improvement. Encourage learners to reflect on how the skills and insights gained can be applied to future marketing challenges.

### **Technical Support**

If you or your students encounter any technical issues, they can contact support by clicking the support button on the main dashboard or emailing [support@ametroslearning.com](mailto:support@ametroslearning.com).

## **Module 1: Analyzing the Marketing Environment**

### **Introduction:**

Welcome to the Principles of Marketing experiential learning module focused on Analyzing the Marketing Environment. This module gives learners a practical opportunity to apply marketing concepts to a realistic scenario involving a business incubator and its clients. Learners will deepen their understanding of market analysis, strategic environment factors, and data interpretation, thereby enhancing their analytical and communication skills.

### **Purpose:**

To provide learners with the chance to apply their knowledge of key marketing concepts in a realistic professional scenario through the analysis of the marketing environment for a local business incubator and its clients.

**Learning Outcomes:**

1. Apply understanding of marketing principles, concepts, and practices.
2. Gain a holistic understanding of challenges in marketing a product or service.

**Learning Objectives:**

1. Identify and analyze factors in the marketing environment.
2. Analyze marketing research data.

**Skills Experienced and Assessed:**

1. Data analysis
2. Effective communication
3. Critical thinking

**Setting Up the Learner for Success****Preparation Steps:**

1. Introduction to Context: Provide learners with an overview of the Affirmative Business Collection (ABC) and Palette Essentials, emphasizing the real-world applicability of the scenario.
2. Reading Materials: Ensure that learners have access to background information on both Palette Essentials and the specialty hot sauce market, including any relevant market research data.
3. Discussion of Objectives: Review the learning objectives with learners and clarify the expectations for the module.

**Pedagogical Tips:**

1. Contextual Engagement: Introduce the scenario with a compelling story or case study about the local artisanal food industry to captivate interest.
2. Active Inquiry: Encourage learners to ask questions about the market research data and the business environment of Palette Essentials. This will foster deeper understanding and engagement.
3. Goal Setting: Have learners set specific goals for what they hope to achieve and learn during this module.

### **Module Breakdown**

1. Competitive Analysis:
  - a. Task: Learners identify key competitors and analyze their strengths and weaknesses.
  - b. Guidance: Prompt learners to gather data on pricing, product features, market positioning, and customer feedback for each competitor.
2. Trend Analysis and Recommendations:
  1. Task: Learners identify emerging trends in the specialty hot sauce market.
  2. Guidance: Encourage learners to link their analysis with actionable insights that Palette Essentials can use to better position its products.

### **Teaching Tips:**

- Organize small group activities where learners can compare their findings and challenge each other's analyses.
- Use role-playing exercises where learners present their recommendations to 'stakeholders' (could be peers acting as Sarina Desai or Diego Sanchez).

### **Pedagogical Strategies for Assessment**

1. Peer Review: Encourage a peer review process where students can give and receive constructive feedback on their analyses and proposed strategies. This facilitates a collaborative learning environment and additional perspectives.
2. Reflective Component: Ask learners to submit a reflective journal entry or a brief essay summarizing their learnings, challenges faced, and how they overcame them. This helps in understanding their learning process and development.

## **Module 2: Market Research**

### **Introduction:**

Welcome to the Principles of Marketing experiential learning module focusing on Market Research. This module offers learners the opportunity to apply marketing concepts to a real-world scenario involving a skincare company, Bloom&Glow. The module is designed to deepen learners' understanding of data analysis, and market research, thereby enhancing their problem-solving and critical thinking skills.

**Purpose:**

To provide learners with a realistic practice scenario in which they apply key marketing principles to help Bloom & Glow, a local skincare company, interpret their market research and develop informed marketing strategies.

**Learning Outcomes:**

1. Apply understanding of marketing principles
2. Analyze marketing research data.
3. Differentiate between primary and secondary research.

**Skills Experienced and Assessed:**

1. Data analysis
2. Business professionalism
3. Critical thinking
4. Problem-solving

**Setting Up the Learner for Success****Preparation Steps:**

1. Introduction to Context: Provide learners with an overview of Bloom&Glow, emphasizing the importance of addressing real-world client needs.
2. Reading Materials: Ensure that learners have read and understood the Bloom&Glow market research document and familiarize themselves with the data.
3. Discussion of Objectives: Review learning objectives and clarify the expectations for the module.

**Pedagogical Tips:**

1. Engage Early: Start with a brief introductory discussion or video to capture interest and set the scene.
2. Encourage Exploration: Motivate learners to ask questions about the provided data. This fosters a deeper understanding and engagement.
3. Goal Setting: Have learners set specific goals for what they hope to achieve and learn during this module.

### **Module Breakdown**

1. Data Synthesis and Critical Thinking:
  - a. Task: Delve into sales data and market trends.
  - b. Guidance: Prompt learners to compare sales data against market trend insights to pinpoint potential product opportunities.
2. Application Exercises: Task:
  - a. Linking consumer feedback, sales data, and market trends to recognize that Bloom&Glow's research is insufficient.
  - b. Guidance: Have learners propose specific actions Bloom & Glow can take to improve their product offerings and marketing strategies.

### **Teaching Tips:**

- Organize small group discussions where learners can share findings and challenge each other's conclusions.
- Use role-playing exercises where learners present their suggestions to 'stakeholders' (could be peers acting as Sarina Desai or Amara LaMour).

### **Pedagogical Strategies for Assessment**

1. Peer Review: Encourage a peer review process where students can give and receive constructive feedback on their proposed strategies. This allows for additional perspectives and collaborative learning.
2. Reflective Component: Ask learners to submit a reflective journal entry or a brief essay summarizing what they've learned, challenges faced, and how they overcame them. This can provide deeper insight into their learning process and development.

## **Module 3: Segmentation and Targeting**

### **Introduction:**

Welcome to the Principles of Marketing experiential learning module, focused on Segmentation and Targeting. This guide aims to equip you with the necessary steps to facilitate a rich and engaging learning experience for your students. In this module, learners will take on the role of a marketing specialist at the Affirmative Business Collection (ABC), working with a client, ZenFlex, a fitness app struggling to meet its subscriber goals.

**Purpose:**

To provide learners with the opportunity to apply their knowledge of key marketing concepts to realistic professional scenarios, thereby enhancing comprehension and practical application of segmentation and targeting.

**Learning Outcomes:**

1. Apply understanding of segmentation, targeting, and positioning in a marketing context.
2. Gain a holistic understanding of marketing challenges and how they can be addressed.

**Learning Objectives:**

In this module, learners will:

1. Apply their knowledge of segmentation and targeting
2. Effectively communicate marketing strategies.
3. Engage in critical thinking and problem-solving exercises.

**Skills Experienced and Assessed:**

1. Effective communication
2. Critical thinking
3. Problem-solving

**Setting Up the Learner for Success****Preparation Steps:**

1. Module Introduction: Brief learners on their role as a marketing specialist at ABC and the context of working with ZenFlex.
2. Understanding Objectives: Clarify the learning objectives and outline the expectations for tasks and assessments.
3. Supplemental Material: Ensure learners review the provided market research and supporting materials.

**Pedagogical Tips:**

1. Initial Engagement: Start with a brief discussion or introductory video to set the scene and generate interest.
2. Encourage Inquiry: Promote initial questions and discussions to stimulate curiosity and a deeper understanding.
3. Goal Setting: Have learners outline specific learning objectives to facilitate focused and intentional engagement.

### **Module Breakdown**

1. Segmentation Analysis:
  - a. Task: Learners speak with the app's creator to learn that the app, while extensively marketed, was not targeted to a consumer segment.
  - b. Guidance: Encourage learners to discuss how demographic, psychographic, geographic, and behavioral factors can segment the market.
2. Target Market Identification:
  - a. Task: Analyze identified segments to determine the most viable target market for ZenFlex.
  - b. Guidance: Encourage learners to consider market size, profitability, accessibility, and alignment with ZenFlex's offerings.

### **Teaching Tips:**

- Facilitate group discussions where learners can brainstorm and share ideas about potential segmentation strategies.
- Use case studies to illustrate successful targeting decisions and stimulate critical thinking.

### **Pedagogical Strategies for Assessment**

1. Peer Review: Encourage a peer review process where learners can critique and provide feedback on each other's segmentation and targeting strategies. This fosters a collaborative learning environment.
2. Reflective Component: Require learners to submit reflective journal entries or brief essays that summarize their learning experiences, insights gained, and the approaches they used to overcome challenges.

## **Module 4: Product and Branding**

### **Introduction:**

Welcome to the Principles of Marketing experiential learning module, centered on Product and Branding. This guide is designed to facilitate a valuable learning experience for your students by providing them the opportunity to apply marketing concepts to real-world scenarios. In this module, learners will take the role of a marketing specialist at the Affirmative Business Collection (ABC) and assist the Outdoor Recreation Coop (ORC) in launching and branding a new product line.

**Purpose:**

To provide learners with practical experience in applying marketing principles related to product life cycle, product development, innovation, and branding strategies.

**Learning Outcomes:**

1. Implement marketing principles, concepts, and practices in realistic scenarios.
2. Gain a comprehensive understanding of challenges in product marketing and branding.

**Learning Objectives:**

In this module, learners will:

1. Apply their knowledge of the product life cycle.
2. Understand product development and innovation.
3. Develop and implement branding strategies.

**Skills Experienced and Assessed:**

1. Effective communication
2. Critical thinking
3. Decision-making

**Setting Up the Learner for Success****Preparation Steps:**

1. Module Introduction: Brief learners on their role as marketing specialists at ABC and the context of working with ORC.
2. Objective Clarification: Review the learning objectives and outline what is expected from learners throughout the module.
3. Supplemental Material: Ensure learners review the product ideas and existing ORC product lines.

**Pedagogical Tips:**

1. Contextual Engagement: Start with an introductory scenario or video to immerse learners in the narrative.
2. Spark Curiosity: Encourage learners to ask questions and hypothesize the outcomes of different product and branding strategies.
3. Goal Achievement: Set clear learning goals and encourage learners to revisit them as they progress through the module.

### **Module Breakdown**

1. Understanding the Product Life Cycle:
  - a. Task: Learners will meet with Kat Wheeler to discuss the new product development cycle and explain the importance of a missing step.
  - b. Guidance: Encourage learners to consider the impact of other missing steps in the new product development cycle.
2. Product Development and Innovation:
  - a. Task: Analyze the product line ideas and determine which would be considered a line extension, a brand extension, a multi-brand, or a new brand.
  - b. Guidance: Guide learners in identifying market needs, potential innovation opportunities, and aligning products with consumer trends.
3. Branding Strategy Development:
  - a. Task: Using their analysis, learners must correctly identify which product line should be a line extension, a brand extension, a multi-brand, or a new brand. They must also make a recommendation for which product line ORC should move forward with.
  - b. Guidance: Emphasize the importance of storytelling, emotional connection, and consistent brand messages.

### **Teaching Tips:**

- Facilitate a workshop where learners discuss different product life cycles and their implications on marketing strategies.
- Use case studies to illustrate successful product development and encourage learners to think creatively about innovation.
- Organize role-playing activities where learners present their branding strategies to peers acting as ORC stakeholders (such as Kat Wheeler).

### **Pedagogical Strategies for Assessment**

1. Peer Review: Facilitate peer review sessions where learners critique and provide feedback on each other's branding strategies, fostering collaborative learning and diverse perspectives.
2. Reflective Component: Ask learners to submit reflective journal entries or brief essays summarizing their learning experiences, insights gained, and the approaches they used to overcome challenges.

## Module 5: Experiential Learning Module - Pricing

### Introduction:

Welcome to the Principles of Marketing experiential learning module on Pricing. This guide will help you facilitate an engaging and educational experience for your learners as they apply key marketing concepts to realistic professional scenarios. In this module, they will take on the role of a marketing specialist at the Affirmative Business Collection (ABC), assisting Laugh Brigade in reevaluating their ticket pricing strategy.

### Purpose:

To give learners practical experience in applying marketing principles related to pricing strategies and tactics, thereby enhancing their skills in information gathering, critical thinking, problem-solving, and persuasion.

### Learning Outcomes:

1. Apply principles of pricing strategies and tactics.
2. Understand real-world challenges in pricing decisions for products or services.

### Learning Objectives:

In this module, learners will apply their knowledge of:

1. Pricing strategies and tactics.
2. Break even and break even points.

### Skills Experienced and Assessed:

1. Information gathering
2. Critical thinking
3. Problem-solving
4. Persuasion

## Setting Up the Learner for Success

### Preparation Steps:

1. **Module Introduction:** Brief learners on their role as marketing specialists at ABC and their task of helping Laugh Brigade with pricing strategies.
2. **Objective Clarification:** Review the learning objectives and outline the expectations for the tasks learners will perform.
3. **Supplemental Material:** Ensure learners review any provided financial information or market research related to Laugh Brigade.

### Pedagogical Tips:

1. **Contextual Engagement:** Start with a scenario introduction or video to immerse learners in the narrative.
2. **Stimulate Inquiry:** Encourage learners to ask questions and engage in initial discussions about pricing challenges and opportunities.
3. **Set Goals:** Help learners set specific learning goals to facilitate focused engagement and progress tracking.

### Module Breakdown

1. **Information Gathering:**
  - a. **Task:** Learners collect and analyze financial and market data related to Laugh Brigade's ticket sales.
  - b. **Guidance:** Encourage learners to investigate factors affecting pricing decisions, such as market demand, competition, and cost structures.
2. **Critical Thinking and Problem Solving:**
  - a. **Task:** Evaluate the current pricing strategy and assess alternative pricing models.
  - b. **Guidance:** Prompt learners to consider various pricing tactics, such as competitive pricing, value-based pricing, and psychological pricing.
3. **Persuasion and Presentation:**
  - a. **Task:** Formulate a persuasive presentation to recommend a new pricing strategy to Rajesh Amar and the Laugh Brigade team.
  - b. **Guidance:** Emphasize the importance of clear, data-driven arguments and the ability to articulate the benefits of the proposed pricing strategy.

**Teaching Tips:**

- Facilitate a data analysis workshop where learners can practice extracting insights from financial data and market trends.
- Use case studies to demonstrate different pricing strategies and stimulate critical thinking.
- Conduct role-playing sessions where learners present their recommendations to peers acting as Laugh Brigade stakeholders (such as Rajesh Amar).

**Pedagogical Strategies for Assessment**

1. Peer Review: Implement a peer review process where learners can critique and provide constructive feedback on each other's pricing strategies and presentations. This fosters collaborative learning and diverse perspectives.
2. Reflective Component: Require learners to submit reflective journal entries or brief essays summarizing their learning experiences, insights gained, and the challenges they faced and overcame during the module.

**Module 6: Distribution****Introduction:**

Welcome to the Principles of Marketing experiential learning module on Distribution. This guide is designed to facilitate an engaging and informative learning experience, allowing your students to apply marketing principles to real-world scenarios. In this module, learners take on the role of a marketing specialist at the Affirmative Business Collection (ABC), where they will help Banana Eco Mattress determine an effective distribution strategy.

**Purpose:**

To provide learners with practical experience in applying marketing principles related to distribution channels and strategies, retailing, and e-commerce.

**Learning Outcomes:**

1. Apply understanding of distribution channels and strategies.
2. Gain a comprehensive understanding of challenges in distributing a product or service.

**Learning Objectives:**

In this module, learners will apply their knowledge of:

1. Distribution channels and strategies.

2. Retailing and e-commerce.

**Skills Experienced and Assessed:**

1. Effective communication
2. Persuasion
3. Critical thinking

**Setting Up the Learner for Success****Preparation Steps:**

1. Module Introduction: Brief learners on their role as marketing specialists at ABC and their task of assisting Banana Eco Mattress with distribution strategies.
2. Objective Clarification: Review the learning objectives and outline what is expected from learners throughout the module.
3. Supplemental Material: Ensure that learners review any provided information about Banana Eco Mattress and its market context.

**Pedagogical Tips:**

1. Contextual Engagement: Start with a scenario introduction or video to immerse learners in the practical narrative.
2. Stimulate Curiosity: Encourage learners to ask questions and engage in initial discussions about the challenges and opportunities in distribution.
3. Set Clear Goals: Help learners set specific learning objectives that align with the tasks they will be performing.

**Module Breakdown**

1. Distribution Channels and Strategies:
  - a. Task: Learners evaluate various distribution channels and strategies, used by Banana's competitors, that Banana Eco Mattress can use.
  - b. Guidance: Encourage learners to consider direct and indirect channels, including retail partnerships, e-commerce, and direct sales.
2. Tip: Retailing and E-commerce:
  - a. Task: Analyze the potential for retailing and e-commerce, considering the premium nature of Banana Eco Mattress.
  - b. Guidance: Encourage learners to explore online marketplaces, specialty retail stores, and the benefits of a standalone e-commerce platform.

3. Developing a Distribution Plan:

- a. Task: Discuss with Keith the importance of presentation and how the many aspects of a physical location can contribute to the customer experience.
- b. Guidance: Emphasize the importance of aligning the store's overall design with the ideal customer experience and the vision for the brand.

**Teaching Tips:**

- Facilitate group discussions or workshops where learners brainstorm and assess the pros and cons of different distribution strategies.
- Use real-world case studies to illustrate successful retail and e-commerce strategies, prompting learners to apply similar concepts.
- Organize role-playing exercises where learners present the store layout to peers acting as stakeholders (such as Keith Versace).

**Pedagogical Strategies for Assessment**

1. Peer Review: Facilitate peer review sessions where learners can critique and provide constructive feedback on each other's distribution strategies and plans. This promotes collaborative learning and diverse perspectives.
2. Reflective Component: Require learners to submit reflective journal entries or brief essays summarizing their learning experiences, insights gained, and the challenges they faced and overcame during the module.

**Module 7: Marketing Communications**

**Introduction:**

Welcome to the Principles of Marketing experiential learning module focused on Marketing Communications. This guide is designed to facilitate a rich and engaging learning experience by allowing students to apply marketing principles to realistic professional scenarios. In this module, learners will take on the role of a marketing specialist at the Affirmative Business Collection (ABC), assisting Vertical Ventures, a local climbing gym, in promoting its services for team building and celebration events.

**Purpose:**

To provide learners with practical experience in applying marketing principles related to integrated marketing communications, advertising, and social media marketing.

**Learning Outcomes:**

1. Apply understanding of integrated marketing communications.
2. Develop strategies for advertising and sales promotions.

**Learning Objectives:**

In this module, learners will apply their knowledge of:

1. Integrated marketing communications.
2. Advertising and sales promotions.

**Skills Experienced and Assessed:**

1. Critical thinking
2. Persuasion

**Setting Up the Learner for Success****Preparation Steps:**

1. Module Introduction: Brief learners on their role as marketing specialists at ABC and their task of helping Vertical Ventures promote its services.
2. Objective Clarification: Review the learning objectives and outline what learners are expected to accomplish throughout the module.
3. Supplemental Material: Ensure learners review any provided background information about Vertical Ventures and its market context.

**Pedagogical Tips:**

1. Contextual Engagement: Start with a scenario introduction or video to immerse learners in the practical narrative.
2. Generate Curiosity: Encourage learners to ask questions and discuss the potential promotional challenges and opportunities.

3. Set Clear Goals: Help learners establish specific learning objectives to guide their engagement and progress.

### **Module Breakdown**

1. Integrated Marketing Communications:
  - a. Task: Learners will analyze a three-phase marketing campaign that Vertical Ventures is launching.
  - b. Guidance: Encourage learners to coordinate various marketing channels to deliver a consistent message.
2. Advertising and Sales Promotions:
  - a. Task: Explain which marketing option from each phase is the best option for Vertical Ventures and why that option is the best choice.
  - b. Guidance: Teach learners about different advertising platforms (digital, print, outdoor) and effective sales promotion techniques (discounts, events).
3. Social Media Marketing:
  - a. Task: Discuss with Franco, co-owner of Vertical Ventures, the importance of marketing and how the costly investment will drive more interest in the business.
  - b. Guidance: Encourage learners to discuss the importance of marketing and how the benefits can outweigh the costs.

### **Teaching Tips:**

- Facilitate a workshop where learners collaborate on how to integrate different communication tools for a cohesive strategy.
- Use case studies of successful advertising campaigns to illustrate effective strategies and inspire learners.
- Conduct role-playing exercises where learners present other marketing campaigns to peers acting as Vertical Ventures stakeholders (Li and Franco Yating).

### **Pedagogical Strategies for Assessment**

1. Peer Review: Facilitate peer review sessions where learners critique and provide constructive feedback on each other's promotional strategies. This fosters collaborative learning and diverse perspectives.
2. Reflective Component: Require learners to submit reflective journal entries or brief essays summarizing their learning experiences, insights gained, and the challenges they faced and overcame during the module.

## Module 8: Social Responsibility

### Introduction:

Welcome to the Principles of Marketing experiential learning module focused on Social Responsibility. This guide is designed to help you facilitate an engaging and insightful learning experience where students can apply marketing principles to real-world scenarios. In this module, learners will take on the role of a marketing specialist at the Affirmative Business Collection (ABC), helping a fashion brand, G, address and navigate issues surrounding greenwashing allegations.

### Purpose:

To provide learners with practical experience in applying marketing principles related to sustainable marketing, emphasizing persuasion, emotional intelligence, and ethical decision-making.

### Learning Outcomes:

1. Apply understanding of sustainable marketing.
2. Develop strategies for addressing social and ethical challenges in marketing.

### Learning Objectives:

In this module, learners will apply their knowledge of:

1. Sustainable marketing practices.
2. Ethical decision-making in marketing.

### Skills Experienced and Assessed:

1. Persuasion
2. Emotional intelligence
3. Ethical decision-making

## Setting Up the Learner for Success

### Preparation Steps:

1. Module Introduction: Brief learners on their role as marketing specialists at ABC and their task of assisting Giancarlo Treja with addressing the backlash against G for greenwashing.

2. Objective Clarification: Review the learning objectives and outline what learners are expected to accomplish throughout the module.
3. Supplemental Material: Ensure learners review any provided background information about G's marketing campaign and the resulting backlash.

**Pedagogical Tips:**

1. Contextual Engagement: Start with a scenario introduction or video to immerse learners in the real-life narrative.
2. Generate Curiosity: Encourage learners to ask questions and discuss the ethical and social implications of greenwashing in marketing.
3. Set Clear Goals: Help learners establish specific learning objectives to guide their engagement and progress.

**Module Breakdown**

1. Understanding Sustainable Marketing:
  - a. Task: Learners will evaluate the current marketing practices of G and assess the sustainability claims.
  - b. Guidance: Encourage learners to differentiate between genuine sustainable marketing practices and greenwashing tactics.
2. Honesty in Marketing:
  - a. Task: Meet with Giancarlo to discuss the greenwashing allegations and explain that using these meaningless claims will harm his brand image.
  - b. Guidance: Teach learners to consider the ethical implications of their marketing decisions and how to restore consumer trust.
3. Ethical Decision-Making:
  - a. Task: Develop strategies for G to address the greenwashing allegations and implement ethical marketing practices.
  - b. Guidance: Teach learners to consider the ethical implications of their marketing decisions and how to restore consumer trust.

**Teaching Tip:**

- Facilitate a workshop where learners discuss examples of successful sustainable marketing and instances of greenwashing.
- Use role-playing scenarios to help learners explore the perspectives of various stakeholders, such as customers, environmental groups, and the brand itself.

- Use role-playing scenarios to help learners explore the perspectives of various stakeholders, such as customers, environmental groups, and the brand itself.

**Pedagogical Strategies for Assessment**

1. Peer Review: Facilitate peer review sessions where learners critique and provide feedback on each other's strategies for addressing greenwashing and promoting sustainability. This promotes collaborative learning and diverse perspectives.
2. Reflective Component: Require learners to submit reflective journal entries or brief essays summarizing their learning experiences, insights gained, and the challenges they faced and overcame during the module.