

Teaching in Action

Faculty stories that inform and inspire.



Challenge

Students could explain marketing concepts but consistently struggled with application in realistic business contexts.



Solution

MyLab® Marketing integrated fully into course design, combining adaptive learning, structured practice, and real-time performance analytics.



Impact

98% of students achieved assessment scores of 80% or higher, with stronger engagement, greater confidence, and improved independent learning.

Dr. Linh Hoang Vu

National Economics University

Principles of Marketing

MyLab Marketing: Bridging the gap between theory and the real world

When Dr. Linh Hoang Vu began her teaching career, she believed effective teaching meant delivering clear explanations, creating engaging classroom discussions, and helping students understand key concepts. For many students, this approach worked well. They participated in lectures, completed coursework, and demonstrated a solid understanding of marketing principles.

But over time, a pattern emerged. Despite being able to explain marketing frameworks confidently, students struggled when it came to applying that knowledge. The gap between understanding a concept and using it to make practical decisions was wider than expected. *"It wasn't a question of effort,"* she explains. *"Students were learning the concepts. The challenge was helping them use that knowledge in realistic situations."*

With diverse student backgrounds, varying levels of confidence, and limited classroom contact time, providing the personalised support every learner needed was becoming increasingly difficult. Dr. Linh knew something had to change.

The Pearson Solution

Seeking a more effective approach, Dr. Linh introduced MyLab® Marketing into her Principles of Marketing courses—not as an optional study tool, but as a core part of how students would learn.

The integration was purposeful. Through Dynamic Study Modules, students could engage with content at their own pace and revisit concepts they found challenging. Adaptive technology reinforced understanding by directing students toward areas requiring additional practice, ensuring no learner fell behind unnoticed.

Pre-built assignments gave students structured opportunities to apply concepts, while authentic business examples bridged the gap between classroom theory and real-world marketing challenges. Students weren't just reading about marketing—they were practising it.

For Dr. Linh, one of the most valuable features was Performance Analytics. Instead of waiting until major assessments to identify learning gaps, she could monitor student progress throughout the semester, identify areas of difficulty early, and provide targeted intervention when it mattered most.

"I was able to provide support earlier and more effectively because I could see student progress in real time."



The analytics helped me understand where students were struggling and allowed me to provide support before small challenges became bigger problems."

The Outcome

The results were clear. Students arrived in class better prepared and more willing to engage in discussion. They demonstrated stronger confidence when analysing marketing scenarios and were increasingly able to connect theory with practical application.

Perhaps most significantly, Dr. Linh observed a shift in how students approached their own learning. Rather than relying solely on classroom instruction, they used MyLab to revisit concepts, practise repeatedly, and take greater ownership of their progress. The numbers reflected it too.



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But for Dr. Linh, the most meaningful outcome went beyond grades. Students were developing the kind of practical, adaptable thinking that prepares them for life beyond the classroom.

Educator Reflection

For Dr. Linh Hoang Vu, MyLab Marketing isn't about replacing great teaching. It's about creating more opportunities for students to learn, practise, and build confidence at every stage of their journey.

"Our responsibility is not only to teach marketing concepts but to prepare students for the challenges they will face after graduation. By helping students build practical skills alongside theoretical knowledge, we are preparing them to be more confident, adaptable, and future-ready."

With the right tools and thoughtful integration, MyLab Marketing helps institutions close the gap between theory and practice, support diverse learners at scale, and equip students with the skills employers value most.

Empower students to love their journey.

www.pearson.com