

How We Create Higher Education Products at Pearson

Pearson creates more than 1,000 academic products annually for colleges and universities across the United States. The rigorous process of creating the first edition of a new academic product can vary but usually occurs over the course of three to seven years.



Phase 1



Once Pearson identifies the need for a new product, Pearson convenes a group of subject matter specialists to talk to instructors and students on campuses. We then recruit authors from leading universities and/or subject matter experts who are well regarded in their fields of study to work on the materials.

Phase 2



Pearson and author teams collaborate to create the courseware outline and write the full text. We ensure content aligns with current academic needs and the latest teaching methods. At this stage, we also incorporate data-driven insights gained from other products, making sure to address areas where students have struggled in the past.

Phase 3



After the content is developed, as many as 250-300 subject matter experts and faculty peer reviewers provide feedback, with every chapter being reviewed by at least 20 reviewers. Student focus groups also provide input. Pearson retains developmental editors to work with authors to fine tune the material and offer balanced perspectives on potentially sensitive issues.

While the content is identical, college-level products used in high school Advanced Placement courses are tailored to the specific coding and content laid out by the College Board to ensure that students are prepared for the competencies and content tested on in AP exams.

Phase 4



The final material is copy edited and put into digital format, print format, or both, then the materials are approved and distributed to higher education institutions. Materials are increasingly produced “digital first” which offers more affordable options for students and allows for interactive content, such as assessments and videos.

We are committed to presenting balanced, unbiased, and accurate material, but there are unfortunately rare instances where corrections are needed. In these cases, we make corrections as soon as possible and update digital materials immediately. We also aggregate updates from all our products and publish them on the corresponding instructor webpages.