Revel is a digital platform which provides an integrated, flexible learning experience, designed to engage and motivate students.

Revel offers your marketing students the tools to read, practise and reflect in a single resource packed with multimedia and online exercises to support active learning.

Assign learning activities and keep track of student progress via the Performance Dashboard. You will also be able to quickly and easily identify the students who have not completed tasks or might be struggling, for early intervention.

“Highly likely to recommend Revel to colleagues both in Swansea and other universities...it’s a fabulous way to integrate blended learning.”

Dr Samantha Burvill, Senior Lecturer, Swansea University
Encourage active reading

Interactive exercises

Exercises like drag and drop, fill-in-the-blanks and matching are seamlessly woven throughout the text so students can check their understanding as they go.

Journal questions

Reflective journal entries prompt students to pause, question and think critically about what they are reading.

Videos

Relevant videos are integrated throughout to engage students. They also include full transcripts, making them flexible and more accessible for everyone.
Help students apply theory

Mini simulations
In-built mini simulations put students in the position of marketing professionals, making choices and seeing the impact of their decisions.

Assignments
Think like a marketer assignments put students in charge of the marketing function to action real world problems. They enter their response in Revel and can also upload slide decks or audio/video files as part of their submission.

Flashcards
Now it is easy for your students to revise key concepts with ready-made sets of flashcards available for each chapter.

End of chapter quizzes
After reading a chapter, students can take a short quiz to test their knowledge. Their scores and answers will appear in the Performance Dashboard.
Revel helps lecturers and students

In 2018, The School of Management at Swansea University used two Revel titles across strategic management and marketing modules in two semesters. The results showed:

- **6.3%** higher average mark for students who used Revel.
- **11.8%** higher mark for students who also used the revision session created in Revel by their lecturer.
- **88%** of students were likely to recommend Revel.

Read the full study at go.pearson.com/uk/revelmarketing

Marketing titles available through Revel

Our Revels cover a range of areas within the marketing discipline, from **Digital Marketing** to **Consumer Behaviour**, and our new **Principles of Marketing** Revel, written specifically for the digital environment.

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