# Reading Reimagined

## Revel for Marketing

**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

-- of 1 point

## Test your understanding of Porter's generic strategies

Unlimited tries

Consider the following global brands. Place the brand names in the relevant section of Porter's generic strategies.

• Aston Martin
• BMW
• ASDA
• Primark
• Mercedes
• The White Company
• M&S
• Claire's
• Iceland Food

Choices can be re-used.                                    Show instructions

| Aston Martin | Mercedes | | Primark | Asda | Claire's |

| | |
|---|---|
| Cost leadership | |
| Differentiation | |
| Focus cost | |
| Focus differentiation | |

Clear all

Submit

-- of 1 point

## Think about adverts that are personalised to you

There is a minimum of 20 characters required to post and earn points. If submitted, your response can be viewed by your instructor.

Have you noticed that when you purchase an item on, for example, Amazon, you see similar suggestions afterwards on other social media platforms?

Based on the data collected about your lifestyle and preferences, you will see different adverts on your social media feeds from those your parents, carers, siblings and friends will see.

Reflect on why this happens? Why should different advertisements be visible on the same page for different users?

Write your response here...

0 / 20 minimum

Save draft          Submit

## Journal questions

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

Watch
**Meat substitutes**

Source: Why meat substitutes investing is not a sure-fire bet, November 28 2019 Produced by Alpha Grid. © The Financial Times.

Transcript

**Domino's Pizza's digital revolution**

Patrick Doyle
JOINED DOMINO'S IN 1997

Bloomberg | DOYLE: WE'VE HAD THE RIGHT INGREDIENTS FOR GROWTH

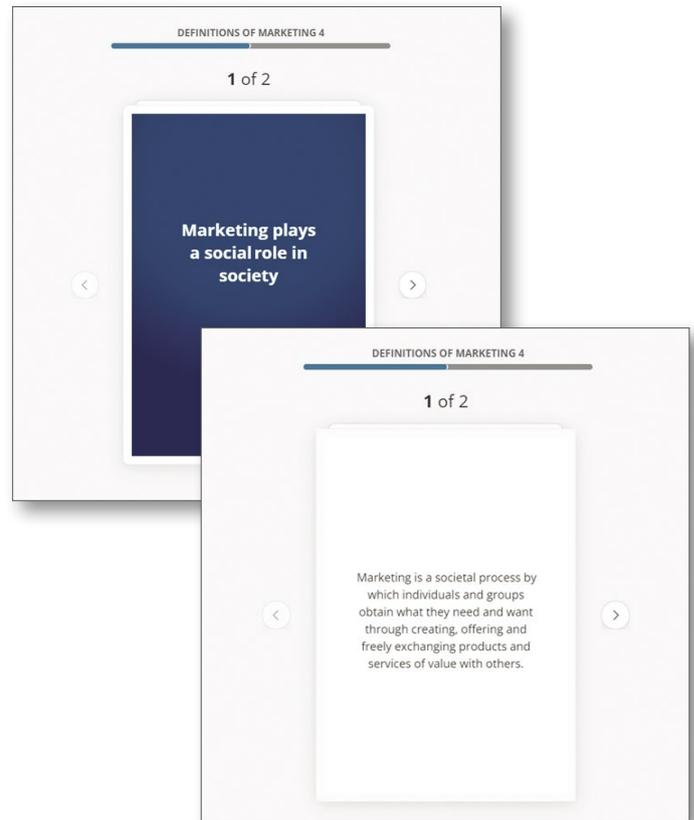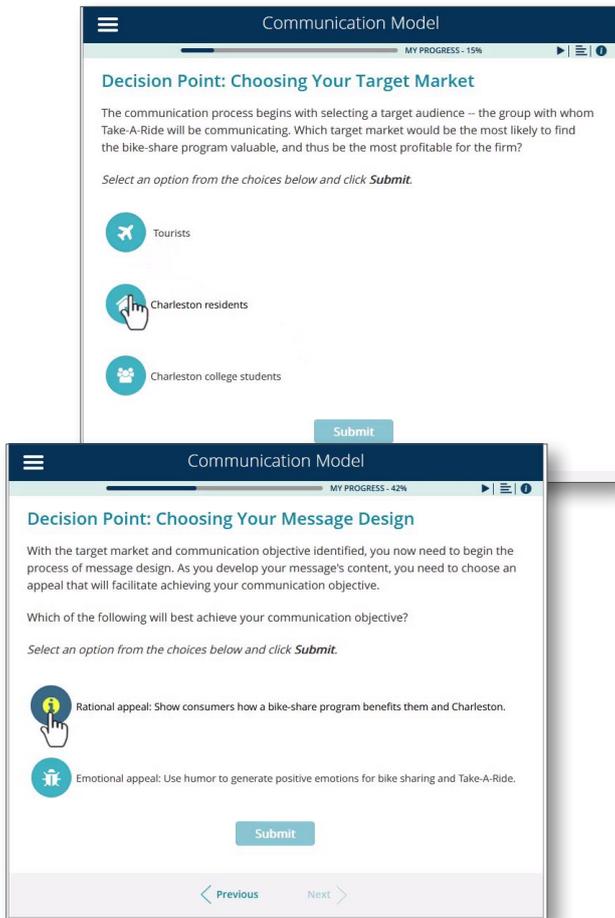'Domino's CEO: Most Pizza Sales Through Digital'
**Source:** Bloomberg. 20 October 2016.

Transcript

## Videos

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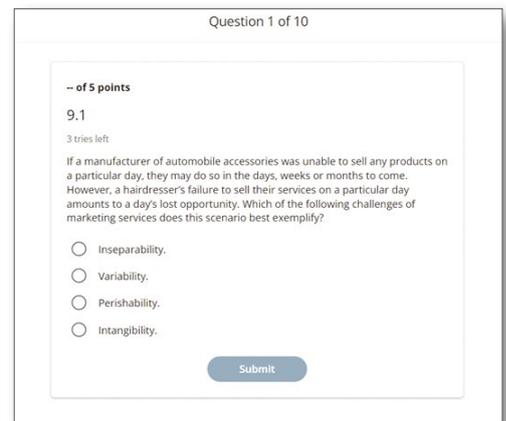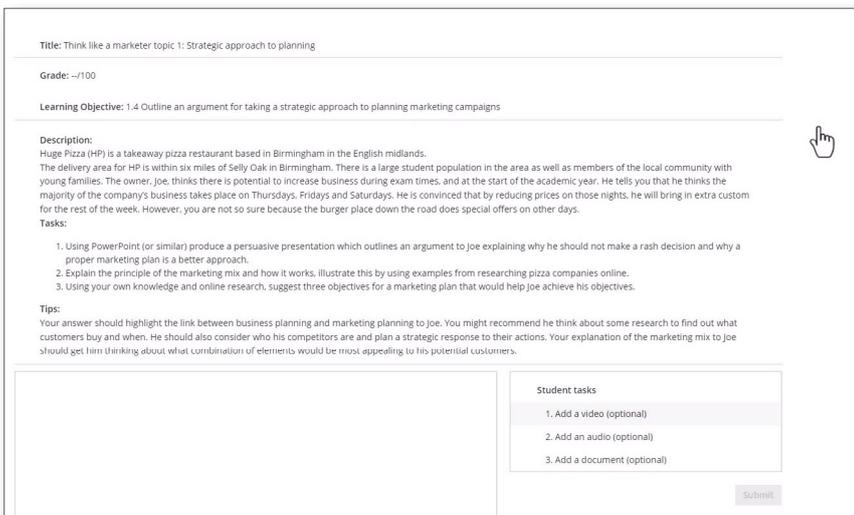
# Help students apply theory



## Mini simulations

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

## Flashcards

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

## 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.

## 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.
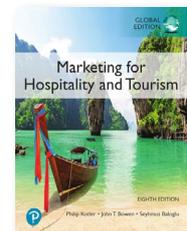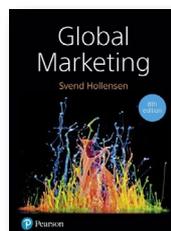
Request a sample at **pearson.com**
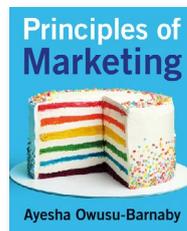
**Principles of Marketing 1/E**
Owusu-Barnaby

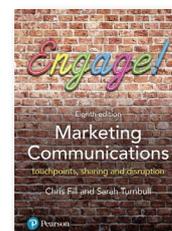**Marketing Management 16/E**
Kotler, Keller & Chernev

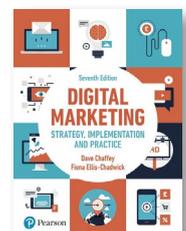**Marketing for Hospitality and Tourism 8/E**
Kotler

**Global Marketing 8/E**
Hollensen

**Consumer Behaviour 7/E**
Solomon et al

**Marketing Communications 8/E**
Fill & Turnbull

**Digital Marketing 6/E**
Chaffey & Ellis-Chadwick

# Get started with Revel

Our team can help you discover all that Revel has to offer you and your students. When you choose to use Revel, Pearson's Expert Support team will help you get started and provide advice as you use the platform throughout your course.

**Get in touch at go.pearson.com/uk/revelmarketing**