
Today people need online education to move their lives forward, but when they try to find it online they're overwhelmed. It's almost impossible to make a thoughtful choice. So they stick with familiar brand names. Many just give up. That's bad for them and if you've got a great program to offer, it's really bad for you.

That's why we created Pearson Pathways to connect you with qualified, motivated learners who are looking for you. It's a personalized marketplace for today's higher ed options -- degree and non-degree learning. We've made it easy for learners to explore their options, get personalized recommendations, compare programs, and apply to multiple programs at once. After they enroll, our focused support team helps them stay on track to succeed. From nursing and healthcare to business and IT, it's a new way to reach more students, earn consideration, grow enrollments, improve retention, transform more lives, and help your institution thrive.

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