Solutions for Higher Education
At Pearson, we believe in learning - all kinds of learning for all kinds of people. Whether it’s at home, in the classroom or in the workplace, learning is the key to improving our life chances. To this end, Pearson brings together leading names in education to provide a blend of content, assessment, training and services to make learning more engaging and effective.

Pearson is the world’s leading learning company. Our education and personal development imprints combine 150 years of experience with online support for every learner. We are also part of the wider Pearson family which includes Penguin, Dorling Kindersley and the Financial Times.

Technology underpins everything we do in Higher Education, from the latest resources for personalised learning to data analysis tools to measure progress and aid teaching. By putting technology at the heart of learning, we aim to support, motivate and inspire every educator and every learner.

We recognise that changing the way that you deliver teaching can absorb a lot of time and energy. Our curriculum services can offer new ways to tackle old problems and take some of that pressure off your staff. In today’s world, education isn’t just about gaining qualifications; it’s about enabling people to do things, as well as know things. That’s why we combine a belief in the highest, most rigorous standards with a focus on applicable learning and employability.

The result? Learning that has true value.
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Whether you’re making the transition from traditional to digital delivery, are starting a brand new programme or need to bring the benefits of educational technology to all your students, changing how your institution delivers education requires expertise.

Our team of instructional designers, subject matter experts and project managers will analyse your needs and create tailored solutions. This saves educators both time and energy, two deeply valuable resources.

Curriculum development

Our team of subject matter experts work with you to define learning outcomes and devise an instructionally-sound curriculum. We can create a curriculum from scratch, or re-design courses that are not as effective as they could be. You can expect a personalised and collaborative experience.

Course conversion

Whether you want to convert existing face-to-face courses to blended delivery or move them entirely online, we’re here to support the transition at every step of the way. We can also map the appropriate digital or print teaching and learning resources to your syllabus.

eLearning content development

We recognise that every course is different and you will need personalised digital content that is bespoke for your course. Our expertise in delivering proven eLearning content puts us in a unique position to develop new content tailored to your requirements and your learning management system. Our digital and instructional designers can create eLearning tools that are built around what and how you want to teach.

Editorial services

We offer a full editorial service to ensure your chosen content is produced to the highest standard. Our experienced team ensures every project is managed with stringent checks in place to ensure accuracy, superior production values and timely delivery.

“Pearson was very efficient in a tight time frame to get it up and running…”

Dr Sriyani Jayaweera, INTO Newcastle University, UK
You might be delivering courses in a classroom environment, online or through blended learning channels. However you want to deliver learning, our world-class portfolio of resources can bring you the highest quality content, flexible and user-friendly platforms and a dynamic, personalised learning experience for your students.

Manage your programmes and maximise student success

MyLabsPlus is a dynamic online teaching and learning environment designed to manage multiple courses within one environment, provide a single sign-on for students needing access to multiple modules and a highly effective engine for aggregating and analysing student progress to enable teaching staff to intervene and give deeper support where required.

Deliver engaging, scalable experiences through our learning management system

Pearson LearningStudio is an easy-to-use, cloud-based virtual learning environment with over 9 million active users worldwide. Built upon a fully-hosted, always-on platform, Pearson LearningStudio integrates innovative tools, analytics and functionality plus the reliability and scalability required for mission-critical services – ultimately ensuring student success, and helping institutions realise long-term growth.

Regardless of distance, online education no longer means learning in isolation. By applying intuitive, engaging technologies that look and act like today’s most popular mobile and social applications, Pearson LearningStudio enables students and educators to enjoy rich, real-time interaction and collaboration that drive collective success.

Pearson LearningStudio helped take Rutgers’ online program to a whole new level. RutgersOnline has more than tripled its enrollment in one year. Since its implementation, both faculty and students have affirmed online learning as a highly impactful method to educate and learn, and LearningStudio has provided all the scalability we need to accommodate our rapid growth.

Dr. Richard Novak, Associate Vice President for Continuous Education and Distance Learning, Rutgers University, USA
Create, store and share digital materials

EQUELLA is a web-based digital repository developed by educators for the teaching and learning sector. EQUELLA manages online learning content and makes it available to students and instructors in a variety of ways. By using EQUELLA to create, store and share digital materials and power teaching and learning repositories, institutions worldwide are increasing access, affordability and achievement.

"EQUELLA offers a flexible way of managing, sharing and showcasing research and teaching materials. It strengthens the link between teaching and research, allowing the university to make the most of its digital assets."

Steve Burholt and Rowena Rouse, RADAR Team, Oxford Brookes University, UK

Organise your eLearning resources

We create customised websites specific to your needs, bringing all desired assets into one place. We can also integrate your original content. All of this can be hosted within a portal branded to your institution to ensure your students identify all your chosen content within their course or programme of study.

Store and distribute physical resources for distance learners

Our distribution centre provides suitable storage space for 50 million books and offers the capacity to hold stock to be dispatched as required, helping you manage resources for your distance learning students. Our distribution centre offers additional services such as shrink-wrapping and packing.

An online ordering, eCommerce and dispatch system is also available through our online bookstore which can be customised for you to have your unique store front.
From biology to law…from economics to psychology…and everything in between, Pearson has been a leading content provider for over 100 years.

Experienced educators have long partnered with us to create world class content that serves your curriculum and supports great teaching. Working with Pearson, leading experts in their fields like Philip Kotler, Neil Campbell, Philip Zimbardo, John Sloman, Nigel Slack, Jonathan Herring and William Wilson have combined their pedagogical and discipline knowledge to create a solid foundation for an engaging and effective learning experience.

Once upon a time, most formal learning was from a printed textbook; not any more. The world is online, you and your students are online, and so is Pearson. The way you and your students interact with our learning content is now a personal choice.

We can provide you with this content in whichever way you choose, whether that be in print or electronic form, as a whole book, a chapter, a reader mixed with articles or case studies and even your own material.

Provide eBooks to your students

We can supply our trusted content in eBook format. Our media-rich eBooks are cutting edge and easily integrate with most devices and institutional learning platforms, for online and offline delivery.
Our MyLab and Mastering online homework, tutorial and assessment systems are designed to help you move your students towards the moment that matters most in their learning: *the moment of true understanding.*

With more than 8 million students worldwide benefitting from the proven power of these digital learning systems, we invite you to find out more about which MyLab or Mastering products could benefit your courses, how other instructors are successfully using MyLab and Mastering in their courses and the support systems we can provide our users.

*The average mark is approximately 10% higher than it was previously. Furthermore the failure rate has decreased significantly - from 32% to 5-14% in recent years.*

Marion Birch and Niels Walet, School of Physics and Astronomy, University of Manchester, UK

*The majority of students (95.2%) enjoyed completing the online assignments and found them really interesting and helpful … When questioned, 85.5% felt their understanding of the course material increased as a result.*

Jo Barton, Department of Biological Sciences, University of Essex, UK

*I’d recommend this technology to anyone. It’s effective, easy to use, diverse and very flexible … MyEconLab tackles the problem of growing student numbers, students’ diverse backgrounds and encourages students to apply their knowledge to a variety of practical areas.*

Elizabeth Jones, Department of Economics, University of Exeter, UK
Save time setting up your online or blended course

CourseConnect is a library of more than 300 stand-alone modules. Each module is self-contained and can easily be customised to give you the freedom to deliver dynamic, easy-to-use digital content to enhance courses. Within CourseConnect you will find interactive tutorials and media-rich activities to support a multitude of learning styles.

Personalised content to match your course

Pearson gives you the freedom to design your course materials based on exactly what and how you want to teach.

Whatever your choice, our dedicated Publishing and Production teams will work closely with you throughout the process to ensure your customised solution is the perfect match for your course, at the best possible price for your students.
We are committed to helping you support your students’ success at every step of their learning journey - from foundation year to graduation and on to employment.

Whether your vision is to boost your students’ employability skills, to provide high quality English language support for international students, or to teach core academic skills more efficiently, Pearson can partner with you to deliver a solution.

Improving employability skills for graduating students

Pearson can help your students access their chosen career after university by providing them with the tools to recognise, improve and develop their employability skills.

We can work with you to compliment or enhance your existing careers service and employability offerings and give your students a solid grounding for graduation and beyond.

- The new Pearson MyLab for employability (in 2013)
- Trusted employability content from our bestselling textbooks and graduate skills titles, delivered however you want it

Critical thinking
- Academic writing
- Team working
- Evaluating information

English Language Skills
- Time management
- Dealing with stress
- Essay writing
- Presentations

Numeracy
- Self-assessment
- Personal Development Planning

Communication
- Research
- Presentations
- Referencing

Employability
- Problem solving
- Project management
- Business awareness

IT literacy
- Listening skills
- Note-taking

Academic writing
- Avoiding plagiarism

Self-management
- Literacy
- Resilience

Self-assessment
- Project management

Personal Development Planning
- Business awareness

Dissertation
- Research

Referencing
- Problem solving

Revision
- Project management

Dealing with stress
- Project management

Essay writing
- Problem solving

Presentation
- Project management

Time management
- Problem solving

Self-assessment
- Project management

Personal Development Planning
- Problem solving
Supporting core academic skills

Pearson can help you to bridge the skills gap between school and university and support returning and international students.

We have resources to give your students practice and assessment with the essential academic skills that lecturers may not have time to teach.

- Pearson MyLabs for academic writing, numeracy, and IT skills can be incorporated across an entire department, or for individual courses where needed
- Pearson’s trusted study skills content - from presentation skills to researching and writing a dissertation - can be customised and branded to your exact specifications and delivered however you want - in print or eBook form - to meet your students needs

"MyWritingLab Global is a great product to help improve your literacy skills especially if English is not your first language."

First year undergraduate Accounting and Finance student, Greenwich University, UK

English Language support for international students

Pearson offers a wide range of support for international students – whether it’s a recognised assessment of academic English skills prior to their acceptance on a course, or foundation and continuing English-language support during their time at university.

With a broad range of print and online learning resources and assessment materials, Pearson can provide for every level of English-language learning at university:

- General, academic and professional textbooks and classroom resources
- Practice and assessment through blended learning solutions with MyEnglishLabs
- Internationally recognised English-language testing

English Language Testing

PTE Academic is a computer-based English language test for international students; it is secure, accessible and offers quick results. The test can be delivered at test centres worldwide and is recognised by the UK Border Agency for student visa applications.
Whatever solution you invest in, we know that good experiences don’t just happen by accident but by design. You can feel confident that as a partner we take a planned approach from consultation through to delivery and evaluation.

1. Consultation phase
   To understand what you want to achieve and help you come up with a way to measure success

2. Engagement phase
   To identify a framework to measure success, a timeline for implementation and a service plan

3. Technical implementation phase
   To implement the solution onto your platform or devices

4. Training phase
   To equip you with the skills and knowledge to achieve your goals via professional training delivered by our team of experienced service managers and educators

5. Evaluation phase
   To help you evaluate the success of the solution

Your training and support journey
Invest in training for long-term success

To ensure long-term effectiveness of educational technologies, it’s important that educators really understand how to use and teach with them. We consult with you to tailor a service plan based on your goals, designed to fast track your way to success.

Training is delivered by either our dedicated training team or an educator that has been teaching successfully with Pearson resources for some time. Our community of educators can help you get to grips with the crucial question: how do I teach with this?

Methods of training include:

- **Modular-based training** tied to learning outcomes
- **Onsite workshops** personalised to your training needs
- **National workshops** where you can network with other educators
- **Online presentations** for flexible and distant learning
- **24/7 technical support** offers a world class service for you and your students with online chat, email and knowledge database.

“Only when you have seen the technology being used with a real class and can ask direct and specific questions to the lecturer using it, can you understand how you could apply it to your own teaching.”

Louise Beard, School of Biological Sciences, University of Essex, UK
Pearson is passionate about working with educators to design and deliver the kinds of tools needed to engage, stimulate and connect to 21st century students both online and in the classroom. Whatever your aims for the future, together, we can build great solutions for your students. Contact us today – we’re eager to get started.