



Pearson

Better Study Skills Because of MyLab

Summary

Hogeschool van Arnhem de Nijmegen (HAN) is an applied university located in the Netherlands. They have two campuses in Nijmegen and Arnhem. They boast of more than 30,000 students, 3,000 of which are international students from over 70 different countries. They offer more than 80 courses in 14 fields of study. Paul van der Hoek is the instructor of Introduction in Marketing. Van der Hoek found that MyLab helped to motivate his students to study throughout the course, while students found that MyLab made studying easier and more pleasant, as well as helped them to pass the exam.

Description of the Course

In the fall of 2017, Paul van der Hoek piloted an 8-week Introduction in Marketing course with his 130 students using Pearson's MyLab. This course is taught in the first year of Food and Business. They utilized MyLab Marketing during an 8 week course, using the *Marketing de Essentie*, 13th edition textbook by Kotler and Armstrong.

Product Implementation

Van der Hoek's goal in using MyLab was to discover a way in which he could help students improve their study habits. It was very important to him to monitor his students to see which were studying and which were not. He wanted to have the ability to control their study progress.

Van der Hoek believed that MyLab would be a great way to stimulate students to start studying on time instead of waiting until the last minute, which usually ended up being right before exams.

Van der Hoek utilised MyLab in many ways throughout his course. He used it to test his student's knowledge of topics, as well as to monitor student results. Also, he found MyLab was useful in tracking individual student progress on tests and homework.

Instructor Experience and Perception

Van Der Hoek found the use of MyLab in his Introduction in Marketing class to be a success. He saw that his students achieved better results throughout the course. He now tells his students that using MyLab, and taking advantage of all the product has to offer, will help them achieve better study results, which will in turn lead to improved course results.

Student Experience and Perception

During this course, most students used MyLab at least once a week, as recommended by the instructor. While the vast majority of students found it easy to start MyLab, they did have slight difficulty using it immediately after registering (almost 40%). Students found they were better prepared for their exam and indicated that studying was more pleasant when using MyLab rather than the book alone. The majority of students believe they benefitted from the weekly tests via MyLab, and they felt that using helped them achieve higher grades than they would have achieved without the use of MyLab. Students seemed to utilise the testing part of MyLab most frequently and almost all used it on their laptop or PC. Most students used MyLab at home or school, though some did use it when travelling. Further, students believe that through the use of MyLab they kept on track during their course, when compared to their experiences with other courses at HAN.

Conclusion

Paul van der Hoek adopted MyLab because he wanted his students to obtain better study skills and habits. Paul was satisfied that MyLab helped meet his goal, as he found that using MyLab with his Marketing students improved their motivation and time spent studying. An added benefit was that better study habits and motivation led to improved results throughout the course.

Based on student responses, it is evident that students believed MyLab benefitted them in various ways, including finding it a more enjoyable experience compared to the book alone, usage helped them achieve higher grades, as well as staying on track during the course. The majority also agreed that they would recommend the use of MyLab to other students.