



Virtual Textbook Offers Interactive Real-Life Scenarios for Advertising and Marketing Communication Students

New Educational Approach Marked by Online Problem-Solving Simulations

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For immediate release:

– University students in advertising and integrated marketing communication (IMC) will be getting virtual hands-on experience applying course lessons to the challenges facing actual marketing communication managers, thanks to the new multimedia text suite, *Advertising and Integrated Marketing Communications*, from Pearson Prentice Hall. The first-of-its-kind text, authored by Dr. Hairong Li, Professor at Michigan State University, and Dr. Anders Gronstedt, President of the Gronstedt Group, merges the traditional and the cutting-edge by integrating a next-generation online simulation built around the lessons and cases covered in the textbook.

“Forward-thinking professors are looking for a complete package in this market, but until now publishers have done little to distinguish themselves beyond the book,” says Katie Stevens, Acquisitions Editor at Pearson Prentice Hall, the nation’s leading secondary educational publisher. “The simulation that complements the book will introduce real-life problem solving to the classroom environment.”

The new course solution differentiates itself from traditional textbooks by embedding a completely integrated presentation of advertising and IMC problems and solutions via the Gronstedt Group’s unique multi-media role-play methodology. According to Dr. Li, the online simulation casts the student in the role of a marketing communications manager for a consumer brand and poses a series of progressively more advanced cases which can be solved through the insightful application of concepts and lessons from the book.

“While most existing advertising introductory textbooks offer a patchwork of promotion-related topics, this new suite confronts students with a holistic view of how these domains fit together to accomplish integrated marketing communication objectives,” says Li.

Dr. Gronstedt, whose Broomfield, Colorado firm has produced a series of innovative, highly successful e-learning applications for a broad range of Fortune 1000 and Global 500 industry leaders, notes that “the objective of the simulation is to actively engage students. This suite lets them realistically simulate the kinds of situations facing actual ad and communication professionals. No amount of reading can duplicate the value they gain from applying the concepts and practices taught in their advertising and marketing communications classes to real-world cases,” he says.

Similar in many ways to popular problem-solving video franchises, the Pearson Prentice Hall suite will present the student/player with real customers and managers, who appear as 3D characters in a virtual corporate environment. In some cases, the student might be required to interview these characters in order to gather the information needed to make intelligent decisions on the case. Success in this “learning game” – as in the professional world, adds Gronstedt – hinges on students’ capacity for applying their skills in creative strategy development, media planning, direct marketing, interactive media, sales promotion, and public relations to authentic, sometimes unpredictable environments. The application will evaluate students on the return generated by their marketing decisions: how much did the player invest in what channels and what was the incremental sales outcome?



“Research shows us that people learn most effectively by *doing*,” says Gronstedt. “This package reflects a major paradigm shift both in marketing and learning.”

The new book and simulation suite is geared toward one-semester/one-quarter marketing communications, integrated marketing communication (IMC), or principles of advertising courses and will be launched in the fall of 2007.

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