Success Story: Enhancing Marketing Education with Connect

Missouri State University

Challenge

Creating an Engaging and Inclusive Learning Experience for All Students

Solution

Connect with Marketing: The Core by Kerin and Hartley

Result

Driving Academic Success: Higher Grades, Better Engagement, and Streamlined Teaching

Course Modality: Face to Face
Enrollment: 900 per year

> **Connect's mini simulations create a common experience for students, bridging the gap for those without relevant internships or work experience. They put everyone on the same page and offer the best marketing simulation I've encountered—perfect for a Principles of Marketing class."**
>
> –Carly Asher-August



Carly Asher-August, MBA
Senior Instructor
Missouri State University

The Challenge

Instructor Carly Asher-August at Missouri State University faced several challenges in her Principles of Marketing course. With students coming in with varying levels of marketing knowledge, skill sets, and interest, she needed a comprehensive solution that could meet diverse learning needs and simplify resource access.

Her primary goals were:



Enhancing student engagement: She wanted to provide more ways for students to interact with the material risk-free.



Creating a common learning experience: The Marketing Mini Sims Application-Based Activities (ABAs) were critical for ensuring all students, regardless of prior experience, could engage with course concepts on a level playing field.



Simplifying resources: She sought a one-stop-shop for all course materials to streamline access for students.



Supporting diverse learning needs: Providing opportunities for students to view or attempt material repeatedly without a grade penalty was essential, particularly for those for whom English is not a first language or who needed extra attempts.

The Solution

To address these challenges, Instructor Asher-August adopted McGraw Hill's Connect platform, integrated with Marketing: The Core by Kerin and Hartley. Connect provided a suite of tools tailored to her course's needs, enhancing both teaching and learning experiences.

To ensure a balanced learning experience, Instructor Asher-August structured the course with a variety of assignments, weighted as follows:

- Connect Activities (ABAs, Video Cases, SmartBook): 25%
- Connect Quizzes: 12.5%
- Exams: 50%
- Marketing Plan & Interview Assignments: 12.5%

This structure ensured that students engaged with interactive learning tools while also being assessed through quizzes, exams, and applied marketing projects.

Connect's variety of activities and assignments, including Marketing Mini Sims ABAs, Role-Playing ABAs, iSeeIt! video cases, and SmartBook were instrumental. **"Connect helped me meet my goals by providing a variety of activities and assignments for each chapter. I can set the attempts to multiple or unlimited, allowing students to play around with an activity and not feel stressed,"** Instructor Asher-August explained. This flexibility allowed students to interact with the material at their own pace, increasing exposure and interaction frequency beyond traditional lectures.

The Marketing Mini Sims ABAs were particularly impactful. **"Connect has the best Marketing Simulations out of all the ones I've experienced. They're perfect for a Principles of Marketing class,"** she noted. These simulations offered a shared experience for all students, bridging gaps in prior knowledge and providing real-world applications of marketing concepts.

Inclusive Access played a crucial role in the seamless deployment of Connect. "Sometimes students get confused using codes or mix up their classes. Inclusive Access avoids all that, ensuring students get the right materials right away," she said. By integrating Connect with the university's LMS, Brightspace, Instructor Asher-August ensured students had a smooth start, with everything they needed in one place. "It's so nice asking students to only visit Brightspace. It's all just there," she added.

McGraw Hill's commitment to "Support at Every Step" was a pivotal factor in Instructor Asher-August's decision to adopt Connect. Her local learning technology representative played a crucial role, providing consistent support and communication throughout the process. "My McGraw Hill representative has always been very supportive and communicative. I went to a McGraw Hill conference last year, and that really helped to reintroduce me to the options in Connect. I think the conference was what really sealed the deal for me," she shared.



What Students are Saying

"This was the first time doing mini simulations and I enjoyed them."

"The simulations were a lot of fun!"

"Definitely keep the mini simulations in your class!"

The Results

The adoption of Connect transformed Instructor Asher-August's teaching approach and significantly improved student outcomes. The platform's flexibility allowed her to focus lectures on key concepts while using Connect's tools for broader content coverage. "Connect gives me the ability to focus on key concepts while students explore others through their SmartBook readings," she noted. This approach also enabled her to incorporate timely, real-world discussions into lectures, enriching the learning experience.

Grading and course preparation became more efficient with Connect's integration. "Deep linking Connect activities to my gradebook in Brightspace means I spend almost no time on grading for Connect activities. It's SO easy to copy assignments and adjust dates for different sections," she highlighted. This ease of use freed up valuable time for more interactive teaching and personalized student support.

Unexpectedly, students responded positively to the additional workload Connect introduced. "I surveyed students at the end of last semester and was surprised by the positive comments about Connect and the Marketing Mini Sims. They could see the value in what they were asked to do," Instructor Asher-August shared. According to a survey of **131 students, 47.3% strongly agreed** that Connect readings helped prepare them for lectures and better understand class concepts, while **35.1% strongly agreed that the Marketing Min Sims enhanced their understanding (Figure 1).**

Quantitatively, the impact of Connect was evident in improved grade distributions. Before using Connect, the average GPA was 3.27; after implementation, it rose to 3.34. Additionally, the proportion of students earning **A or B grades increased from 84.81% to 93.83% (Figure 2).**



Figure 1
Success Rate Improvements

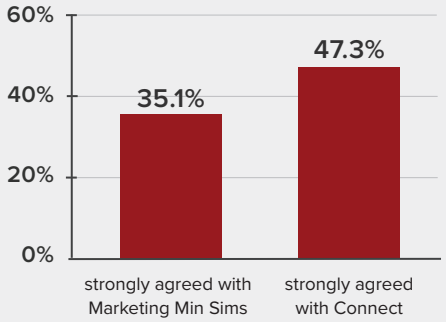
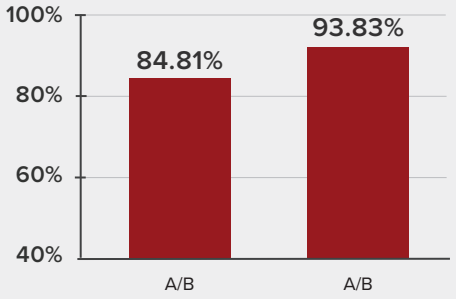


Figure 2
Students A & B Grades Increased



Conclusion

Instructor Asher-August's experience with McGraw Hill's Connect and Marketing: The Core highlights the platform's ability to transform marketing education. Through diverse, interactive tools and seamless integration, Connect addressed the varied learning needs of her students, simplified resource access, and enhanced both engagement and outcomes.

This success story underscores McGraw Hill's commitment to "Support at Every Step" and "Education for All," providing high-quality, accessible learning solutions that cater to the unique needs of every student. Instructor Asher-August's implementation of Connect demonstrates how digital tools can create meaningful, inclusive, and effective educational experiences.