



Pearson

MY  
MARKETING  
EXPERIENCE

## *The Pearson Challenge 3rd Edition* *Marketing Championship of the year*

Take part in our specially designed simulation to get the best market share with your ground-breaking marketing plan. Compete with top marketing students selected by Spanish and Portuguese universities and other institutions. A unique experience to learn, practise, compete and win!

# MY MARKETING EXPERIENCE

is an online simulation covering the **7 Ps of Marketing** based on the textile sector, specifically on the jeans' industry. The simulation helps students in the initial phases of their marketing courses to **improve their knowledge and to apply it to the real world and real business.**

**MyMarketingExperience** is ideal for students helping them to work in teams, take decisions and creates a real sense of rivalry therefore making it an attractive and rich learning experience. At the same time the simulation **develops social competences** such as **effective communication and critical thinking.**

## Why take part?

### **Benefits for universities and institutions participating:**

- Improves the results and skills of students
- Creates a stimulating learning environment which is rich and appealing
- Allows teachers to use their contact time with students more efficiently
- Allows participants to compete with other Spanish and Portuguese institutions in order to get the best results

### **Benefits for students participating. They will:**

- Be able to apply theory to a practical case
- Learn how to use critical thinking
- Learn and interact in an attractive and entertaining environment
- Practise social skills such as effective communication, problem solving, negotiation, team work and how to analyse verbal and financial data
- Put into practice a diverse range of skills necessary to meet the challenge

## Prizes just for participating\*

All participants will receive:

- A set of headphones
- A pair of speakers
- A diploma certifying their participation

## Prizes for winning teams\*:

All the prizes listed above and:

### FIRST PRIZE

- The **university**: an exclusive plaque
- The **lecturer**: one year access to the simulation **MyMarketingExperience**
- The **winning students** will receive:
  - A bestselling Marketing book
  - A gift voucher worth 150 euros for each student
  - A paid trip to Madrid
  - A Welcome Pack
  - A morning with our Marketing team at Pearson

### SECOND PRIZE

The **winning students** will receive:

- A bestselling Marketing book
- A gift voucher worth 100 euros for each student

### THIRD PRIZE

The **winning students** will receive:

- A bestselling Marketing book
- A gift voucher worth 50 euros for each student

\* please consult terms and further information on our website

Sign up your team with our Consultant before the 19<sup>th</sup> October 2018.  
For more information and details visit: [desafio-marketing.pearson.es](https://desafio-marketing.pearson.es)




*The Pearson Challenge*


PEARSON®

Pearson is the world's learning company. Our objective is to help people achieve quantifiable progress in their lives through learning, creating products and services which satisfy the needs of students and provide measurable results. We work very closely with our clients, partners and institutions to achieve this objective across the world.

We provide students with the tools to learn and develop skills to allow them to compete in the labour market and access the best opportunities. This is a global objective fundamental to the economic success of all countries: employment is the ultimate outcome of what we do.

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