Pearson Mastering compared with Visible Body Products
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If you are presenting to an instructor who uses Mastering the strategy we recommend is that you:

1. Have the instructor select one of the following topics below

2. Walk them through how students would learn the topic using our Marieb Essentials (Pearson’s most popular book) correlated course

3. Ask them to consider how the same topic is taught in Mastering.

The reason we are suggesting this strategy is that assets in Mastering 10 years+ old and very static. If you do a 3 asset comparison you’ll see the striking difference. Watch Ian’s ten-minute review of Mastering and how it teaches heart location and chambers v. how VB does.

Topics we recommend you show in the Textbook Correlation: Marieb, Essentials of Human Anatomy & Physiology course:

<table>
<thead>
<tr>
<th>Pick a topic</th>
<th>Where to find in VBCW Marieb Essentials course</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Heart</td>
<td><strong>Unit: The Cardiovascular system</strong> - the heart</td>
<td><strong>Work through assets 29.1 - 29.4.</strong></td>
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<td></td>
<td><strong>Assets: Modules - The Heart</strong></td>
<td>-Start with video of the heart</td>
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<td></td>
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<td>-3D view of heart in relation to other organs</td>
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<td></td>
<td>-heart by itself (Similarity to textbook pictures.)</td>
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<td></td>
<td></td>
<td>-Anterior view of heart (Similarity to textbook pictures.)</td>
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<tr>
<td>The Skull</td>
<td><strong>Unit: The Skeleton</strong></td>
<td><strong>Work through assets 10.1 - 10.4.</strong></td>
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<td></td>
<td><strong>Assets: Modules - The Skeleton; Axial Skeleton</strong></td>
<td>-First view is an overview of the axial skeleton.</td>
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<td>-followed by an emphasis on the skull and facial bones.</td>
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<td>-Lastly, bony landmarks.</td>
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<td>Special Senses</td>
<td>Unit: The Special Senses</td>
<td>Work through assets 23.1 - 23.3.</td>
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| Olfaction     | Assets: Modules - The Special Senses | - Start with a 3D overview  
then a video of the process  
finally show 3D models of all the associated structures. |

**More details on Pearson's Mastering**

**What is Pearson's Mastering A&P?**

“Mastering A&P” is Pearson’s web-based competition to Courseware. Students can buy a few different versions:

- Buy a new copy of Pearson’s printed A&P textbooks/lab manuals and get a subscription to “Mastering A&P.”
- Buy an e-textbook/lab manual and access within Mastering
- Just buy Mastering access.

**Note:** Any Mastering option students buy, they lose all content after subscription ends. With Courseware students keep the mobile apps- which are worldwide best-sellers used for reference and patient ed.

The Mastering Login Screen looks somewhat similar to our Courseware login screen.
When students log in they have access to all Pearson’s media supplements for learning A&P and any e-texts they added as a purchase to their subscription.

- Students can use any of the media supplements on their own and as assigned by teachers

- Students can access media supplements by textbook chapter
We’ve looked at this content, and it is very dated technology compared to Atlas, AandP, and Muscle Premium. If an instructor shows students both options, we feel they’ll pick us!

What is the content in Pearson’s Mastering A&P?

- Flashcards (super BASIC; sell our dissection quizzing in mobile apps as better flashcards students carry in their pockets)

- Multiple choice quizzes (basic/like ours) and select the structure quizzes (our dissection quizzes much better!)
● Fill in the blank activities (we actually think these are useful. Sell dissection quizzes as a version of this that is 3D!)

● A competitor to our Atlas called PAL (Practice Anatomy Lab).
Lots of videos which are all rather long (at least 5 minutes) and pretty dry. These videos highlight and discuss items in textbook pictures.
Sometimes students have an e-textbook also and an associated lab manual.

**How to compete on content?**

We hear from many reps that one of reasons instructors want to stay with Mastering is because students like the flashcards or the videos or the...[add whatever media supplement instructor mentions from Mastering!]

We’ve gone through all these media supplements and think they are VERY DATED.

- A strategy is to pick a learning objective and show the instructor the content in the Courseware Course we have that correlates to their chosen Pearson text and ask them to review the same media in Mastering for this topic.

- In this sample Ian shows this using the learning objective related to the location of the heart and the heart’s four chambers: [https://drive.google.com/open?id=1bNDi4x5T08BoAizzJTvXJmTQvQX7UKJU](https://drive.google.com/open?id=1bNDi4x5T08BoAizzJTvXJmTQvQX7UKJU)

**How to compete on LMS integration?**

- Our current LMS integration is download the grades from Courseware and upload to your LMS. The support article on that is here: [https://support.visiblebody.com/hc/en-us/articles/115003977694-Use-the-Gradebook](https://support.visiblebody.com/hc/en-us/articles/115003977694-Use-the-Gradebook)

- Pearson Mastering only has LMS if the instructor/students are upgrading to Modified Mastering. Confirm the school is buying Modified Mastering. If so ask how many of the features listed on this Pearson LMS integration page the instructor uses and discuss if they are worth it compared to the content VB Courseware offers: [https://www.pearsonmylabandmastering.com/northamerica/educators/mm-support/lms-integration-services/index.html](https://www.pearsonmylabandmastering.com/northamerica/educators/mm-support/lms-integration-services/index.html)

**How to compete on Accessibility?**

- **Here** is an outline of our accessibility.

- Know that MOST publishers’ products DO NOT fully comply with the VPAT / WACG accessibility guidelines. Those guidelines are a super detailed list of all the ways a
product could be accessible for all types of disabilities. If a company made a fully VPAT / WACG compatible product it would take years to build and cost millions.

- Pearson does not provide their VPAT / WACG template online. You have to request it. We suspect this is b/c they do not comply with many of the standards. They instead sell all the ways you can adapt the product to ‘differentiate’ which is an academic word for adjusting for special needs students.

- Here is a description of the accessibility features we do provide! Feel free to copy and paste this into an email if a customer asks:
  "Our app makes no use of flashing lights or images, and is designed with readability in mind. Timed sensitive elements only appear within professor designated tests, but these can all be catered to a learner’s needs. We also support most forms of assistance for limited or low vision users compatible with supported browsers."

- If you have an account that says accessibility is the determining factor, share these accessibility features. If they like, and ask for a VPAT/WACG ask if we can meet for 30 minutes to review with the VPAT /WACG people.