



Teaching in Action

Faculty stories that inform and inspire.



Challenge

In Lebanon's shifting economy, connecting macroeconomic theory to real-world contexts became essential, yet many students still found the concepts abstract and hard to relate to daily life.



Solution

Pearson eTextbook's instructor-led assign and guide tools create a more structured and accountable learning experience, keeping students engaged and providing visibility into learning gaps for more targeted support.



Impact

Completion rate of reading assignments reached 100%. Signalling improved engagement, with students arriving more prepared and confident for in-class discussions and analysis.

Making Macroeconomics Relevant Through Interactive Learning

Professor Jessica Elie Abou Mrad at Notre Dame University in Lebanon faced a familiar challenge in teaching Macroeconomics: students struggling to connect abstract economic theory with real-world relevance, leading to lower engagement and weaker academic performance.

“Higher education students often struggle to see how macroeconomics connects to their daily lives,” she explains. “When the subject feels disconnected, engagement drops and performance is affected.”

This created a learning environment where students could recall theory but struggled to interpret or apply economic concepts such as inflation, GDP, and fiscal policy in real-world contexts—limiting their confidence in economic analysis and decision-making skills.

Jessica Abou Mrad

Notre Dame University

Macroeconomics

In-person & online

The Pearson Solution

IProf. Abou Mrad addressed this challenge by implementing assigned readings with Pearson eTextbooks new instructor-led assign and guide tools, providing clearer guidance and accountability on what to read before class.

Students engaged more consistently with assigned readings and arrived better prepared and more confident in discussions. This led to stronger participation and a more active learning environment overall.



100% assignment completion rate after adopting Pearson eTextbook with instructor-led assign & guide tools.

Instructor-led assigned readings within Pearson eTextbook helped students interpret macroeconomic concepts and address misconceptions in the moment. Embedded question support kept students engaged within the reading rather than searching the broader web for answers.

The tools also provided insights into student performance, helping Prof. Abou Mrad identify learning gaps and adapt her teaching approach.

“The biggest change for me is the ability to identify student struggles early and adjust my teaching accordingly.”



The interactive assignments helped students interpret economic concepts, practice regularly, and identify their weaknesses, and also built their confidence in analysing real economic situations”

Jessica Abou Mrad
Academic Advisor

The Outcome

By integrating Pearson into the core design of her course, Prof. Abou Mrad transformed Macroeconomics from a passive, theory-heavy course into an interactive and accountable learning experience.

“It has made my approach more student-centered and responsive.”

Assignment completion rates reached 100% after adopting Pearson eTextbook’s instructor-led assign and guide tools. Students are now better equipped to connect economic theory to real-world situations and approach assessments with greater confidence and clarity.

“It shifted the classroom from passive learning to active engagement,” she reflects. ***“Students are now more involved in their learning journey.”***

Educator Reflection

With With instructor-led assign and guide tools in the Pearson eTextbook, Prof. Abou Mrad was able to shift toward a more student-centered teaching philosophy. These tools also improved teaching efficiency by streamlining assignment creation, tracking, and feedback, freeing up more time for meaningful classroom interaction while still supporting pedagogy without replacing teaching judgment, and allowed responsible use of AI inside the classroom.

Looking ahead, she plans to further integrate Pearson tools to enhance engagement and provide students with clearer learning guidance throughout the course. ***“Integrating Pearson fully into the course design is key,”*** she concludes. ***“It creates a more structured, engaging, and supportive learning experience.”***