

WebTutor™

the online course materials that drive sales through your store!

Thomson wants to inform you of a change in learning and a relatively new program of learning material delivery. But first, we want you to know we understand the “bookstore perspective:”

- Studies reflect that only 65-75% of students buy a textbook (either used or new).
- Sell-through for saleable supplements is even less.
- Both stores and publishers would benefit if we could generate 100% sell-through.

We are pleased to report that one of our products goes a long way toward doing just that!

Learning is changing. That’s nothing new. But, as a result of recent technology and improved access to the World Wide Web, approaches to learning are changing in a way that course materials are also changing - including their delivery.

This change includes the rapidly growing use of Blackboard, eCollege, WebCT, and other leading course management systems (CMSs). Over 90% of the nation’s colleges and universities are using one of these systems. These online systems allow instructors to “manage” their Web-based courses with such functionalities as syllabus creators, online quizzing, chat, discussion threads, online assignments and submission, and online grade books. Increasingly, instructors are using these systems not only for entirely Web-based courses, but also for Web-enhanced courses.

However, courses using one of these CMSs are often not complete without course materials. That’s where Thomson Learning comes in. We offer content “pre-loaded” into these courses via a product called WebTutor™. Users of Blackboard may recognize WebTutor™ as a “course cartridge”, while WebCT users know the term e-Pack.

The student pays a nominal fee for the use of the content by purchasing an access code. The WebTutor™ student access code is required by each student assessing a course populated with WebTutor™ content. So, this product is not like traditional supplements. 100% of the students will need it. And they will buy it through you, the college store!

Let's look at the BENEFITS of WebTutor for all parties involved!

Instructor:

- Premium content built for the on-line portion of their course and integrated functionally with their Course Management System.
- Saves them significant time in assembling their own content.
- Allows them to reach students with different learning styles in a way that cannot always be achieved in traditional lecture classroom.

Student:

- Premium “study-guide”-like content at about 1/3 the price (when bundled with the new text) of traditional print study guides or about 1/2 the price if sold separately.
- Offers interactive tutorial practice quizzing with answer feedback and automatic grading. This is key practice for students.
- Has features that work with all learning styles via the functionality of the World Wide Web AND the Course Management System. Doesn't ignore any learning style.
- Improves student success rate through the product itself and the fact that they are all buying the text when bundled. Grade results have proven this.

College Store AND Publisher:

- Improves sell-through for both parties and of both products when bundled with text because Access Code is required for “admission” to the online segment of the class. It's not an “optional” purchase.
- Improves image and reputation for both because price is now a fraction of previous print supplements. This pricing advantage is improved even further when bundled with new texts.
- Bundling with texts requires students to buy through the college store. This type of bundling generates more satisfied student customers since the WebTutor™ component is actually used by the professor.
- Returns are minimized as a result!

WIN, WIN, WIN!

- Instructors WIN with time savings and better teaching tools.
- Students WIN with tools for success that have proven results.
- College stores and Publishers WIN with better sell-through for both and minimized returns.