**Practice Prompts – Go To Market: Marketing & Insights**

**Corporate Communications**

* **Draft a press release** announcing Pearson’s partnership with a major university to launch a new test center. Highlight strategic benefits and community impact.
* **Generate a crisis communication plan** for responding to a data breach affecting candidate records. Include key messages, stakeholder roles, and escalation steps.
* **Write an internal announcement** celebrating a major milestone in global exam delivery. Include quotes from leadership and a call to action for employees.
* **Create a social media post series** promoting Pearson’s commitment to secure testing and educational equity. Include hashtags and engagement prompts.

**Marketing**

* **Draft a campaign brief** for promoting a new certification program to IT professionals. Include target audience, messaging pillars, and suggested channels.
* **Generate email copy** for a nurture campaign targeting candidates who started but didn’t complete their exam registration. Include a compelling CTA.
* **Write a landing page outline** for Pearson’s high-stakes testing services. Focus on trust, scalability, and global reach.
* **Create a marketing calendar** for Q4 initiatives, including product launches, webinars, and seasonal promotions.

**Insights**

* **Analyze candidate survey data** to identify key drivers of satisfaction with Pearson’s online proctoring experience. Suggest three actionable improvements.
* **Generate a report summary** of market research on trends in professional certification demand across industries. Highlight strategic implications.
* **Draft a dashboard concept** for tracking campaign performance across regions. Include metrics like conversion rate, engagement, and ROI.
* **Write a competitive insights memo** comparing Pearson’s brand perception with two major competitors. Include strengths, weaknesses, and opportunities.