



University
of Vermont

MASTER YOUR MAJOR!

Learn how to apply evidence-based strategies to excel in your courses.

STRATEGY	DEFINITION
 Retrieval Practice	Actively recall information from memory to strengthen understanding and improve long-term retention.
 Dual Coding	Integrate verbal and visual information, such as combining text with diagrams or illustrations, to enhance comprehension and memory.
 Interleaving	Alternate between different topics or concepts during study sessions to deepen understanding and improve application across contexts.
 Concrete Examples	Apply specific, relatable examples to clarify and solidify abstract or complex concepts.
 Elaboration	Expand ideas by connecting them to existing knowledge and providing detailed explanations and descriptions.
 Spaced Practice	Distribute study sessions over time to reinforce learning and combat forgetting, leading to better retention.

MAJOR: Business Management

EXAMPLE TOPIC: Marketing Mix (4 Ps)



Without notes, list and define the 4 Ps (Product, Price, Place, Promotion).



Use real-world companies (e.g., Apple's marketing strategy) to understand each "P."



Pair each "P" with visuals—e.g., a product photo, pricing graph, store map, and ad campaign.



Explain why a specific pricing strategy works for luxury goods.



Mix studying the 4 Ps with related concepts like SWOT analysis and market segmentation.



Review one "P" per day for a week.