

Getting Started with



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Getting Started with mymarketinglab!

Your instructor has chosen to use mymarketinglab as a component of your course. In mymarketinglab, you'll find:

- customized study plans to help you prepare for class and better understand and apply core concepts;
- a full ebook with complete glossary and index so you can get to the content you need quickly;
- a collection of robust study tools to help you prepare for and succeed on assessments; and
- a gradebook that allows you to view your grades and view reports showing your progress.

Before accessing your course in mymarketinglab, you will need to register using:

1. a **student access code**, which is included in this package
2. your **email address**
3. and the mymarketinglab **Course ID** provided by your instructor.

This booklet walks you through the registration process, step by step. For the most recent version of this booklet, visit www.mypearsonmarketinglab.com.

1 System Requirements

Before using mymarketinglab on a personal computer, check to make sure your computer meets the system requirements listed below. If you are using a lab computer at your school, in most cases the system will have been set up already.

Operating System	Microsoft Windows XP SP2, Microsoft Windows Vista™; Mac OS 10.4 and 10.5
Browsers	Internet Explorer 6.0 and 7.0 and Safari 3.0
Internet Connection	Broadband connection (cable or DSL) or higher recommended.
Screen Resolution	Optimized for use at 1024x768 pixels or higher, will scale to fit 800x600
Plug-ins and Players	Adobe Flash Player 9 or higher Adobe Reader <i>Note:</i> you may need additional plug-ins and players to view and interact with the content assigned by your instructor within mymarketinglab.

NOTE: AOL Users cannot access mymarketinglab using the America Online® browser. However, you can log in to AOL®, minimize the AOL browser, and then launch Internet Explorer separately to access mymarketinglab.

2 Before You Register

Before you go online to register for mymarketinglab, take a minute to be sure you have the following items:

1. **Valid email address.** You must have an email address to register for mymarketinglab. After you register, you will receive an email message at the address you provide, confirming your personal login name and password. If you do not have an email address, contact your school's technology center or set up a free account through a website that offers this service.
2. **Course ID.** Contact your instructor to get the Course ID that is unique to your mymarketinglab course. A Course ID looks similar to this:

CRSWE5J-8291

3. **Student Access Code.** Your student access code is supplied beneath a pull-tab, located inside your mymarketinglab Student Access Kit. A student access code looks similar to this:

PSPMIL-CHILI-KENJI-EDDIE-AKIRA-WAHOO

NOTE: If you do not have a Student Access Kit or a valid student access code, you can purchase access to mymarketinglab online using a credit card. Go to www.mypearsonmarketinglab.com and click the **Don't have an access code?** link to purchase online access. Follow the on-screen instructions to complete the purchase. You will need a valid credit card to continue.

3 Registering for mymarketinglab

Registering for and enrolling in your mymarketinglab course takes only a few minutes. It's easy to register and enroll by following the online instructions, but if you prefer printed instructions, you can use this booklet as your guide.

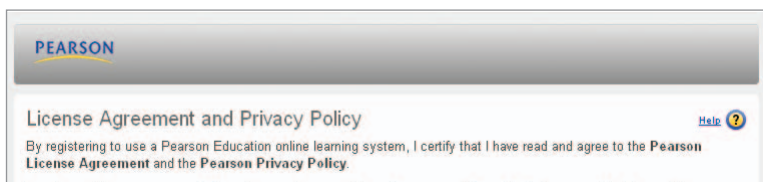
If your online registration session is interrupted for any reason, you can always go back and restart. Your student access code is valid until you successfully complete the registration process. For online purchase, your credit card is not charged until you complete registration.

To register:

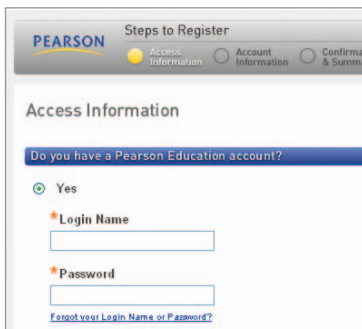
NOTE: If you previously have registered and enrolled in a mymarketinglab course, check the "Enrolling in Another Course" section on page 8 for information that may apply to you.

1. Start your browser and go to **www.mypearsonmarketinglab.com**.
2. Click the **Students** button in the First-Time Users registration area.

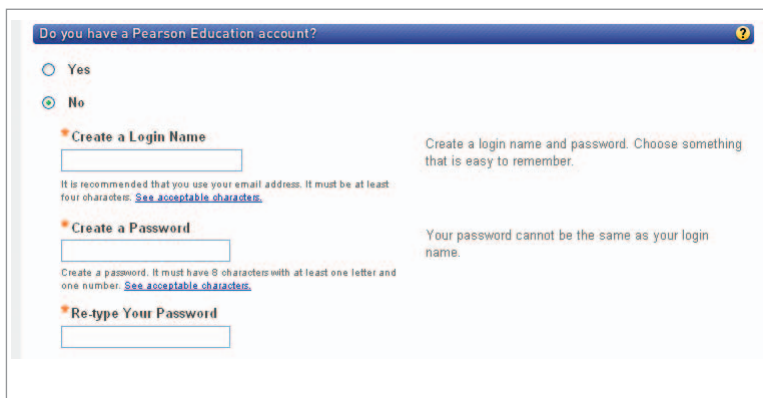
3. Click the **License Agreement** and **Privacy Policy** links to review this information. Click the **I Accept** button to continue.



4. On the **Access Information** page, you will be asked if you have a Pearson Education account.
- If so, click the **Yes** option. Enter the existing login name and password that you have used for other online course materials or Web sites that accompanied a textbook published by Pearson Education.
 - If this is the first time you have registered for a Pearson online product, click the **No** option.



Enter your desired login name and password in the text boxes that appear.



You may want to use your email address as your login name. If you do not use your email address, be prepared with a second login name choice if the one you first selected is already in use.

TIP: If you previously registered for a Pearson Education online product but have forgotten your login name or password, click the Not sure option. Enter your email address and click Search. If you have an account, your login information will be sent to your email address within a few moments. After retrieving your login information, click the Yes option and then enter your login name and password, as prompted on screen.

- Next, enter your **Access Code**.
 - Pull back the tab on the inside front cover of your mymarketinglab Student Access Kit to reveal your student access code.
 - Type your six “word” student access code—one word in each box. Don’t type the dashes.

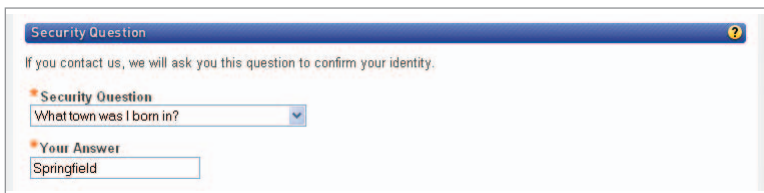
- Click the **Next** button.
- On the **Account Information** page, enter your first and last name and email address. Retype your email address to make sure it is correct.

- In the **School Location** section, select the country in which your school is located from the School Country list

- Enter your school’s **ZIP** or **postal code**.

- Next, select your school from the list. If your school is not listed, scroll to the bottom of the drop-down list and select **Other**. Enter your school name and city and select the state from the list.

11. Select a **Security Question** and enter the answer to help Product Support verify your identity in case you ever forget your login name or password.



12.

Click the **Next** button (only once!) to submit your registration for processing, which may take just a few moments.

13. A Confirmation & Summary page informs you that your student registration has been successful and that you now have access to mymarketinglab. If desired, print the confirmation page to keep a record of this information.
14. Click the **Log In Now** button.

4 Enrolling in a mymarketinglab Course

After you successfully register for **mymarketinglab**, you can log in to **mymarketinglab** and enroll in your instructor's course, using the Course ID your instructor provided.

1. On the Log In page, type the login name and password you created during registration and then click **Login**.




NOTE: If you are not on this page, go to www.mypearsonmarketinglab.com and then click the Students button in the Login area.

TIP: You may want to add this location as a favorite or bookmark to your Internet browser, which would make it easier for you to return to it.

2. On the My Courses page, click the **Enroll in a Course** button.
3. Type your Course ID in the Course ID box and click **Submit**. If you haven't received the Course ID yet, contact your instructor.
4. On the **Confirm Course** screen, verify that the Course ID you entered matches your instructor and course. Click the **Confirm** button.



NOTE: If the course name shown on screen is incorrect, confirm the Course ID with the instructor – and then click the Back button to change your Course ID.

5. On the **Summary** screen, confirm the information is correct and then click the  button to enter the new course.

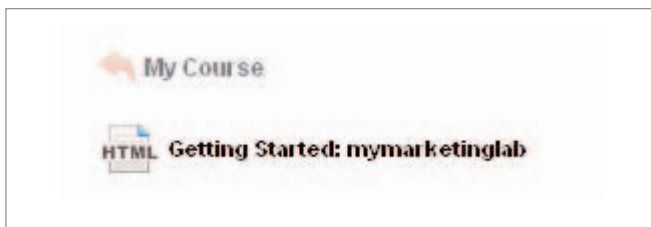
5 Accessing Your mymarketinglab Course

After you log in to mymarketinglab, your personalized **My Courses** page displays. If you are enrolled in any additional courses through another Pearson Education product, those courses also will be listed under My Courses.

To enter your mymarketinglab course, click your mymarketinglab course from the list of course names. (If you are not sure what the title of your course is, ask your instructor.)

6 Getting Started in mymarketinglab

Inside your mymarketinglab course, on the **Course Content** tab, click the **Getting Started: mymarketinglab** page.



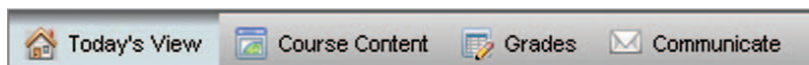
The Course Content tool is where you will find all of the content assigned to you by your instructor. mymarketinglab is organized by textbook chapter, with each chapter providing:

1. **Lecture Materials** such as Powerpoint presentations and Videos.
2. **Comprehensive study plans** that focus on active class preparation. Each Chapter Pre- and Post-Test measures understanding of the chapter material and expected learning outcomes for that chapter. Based upon the results of the Chapter Pre-Test, students receive a plan to help them remediate important concepts and applications where they need improvement.
3. Chapter **tests and quizzes**.

7 Viewing Course Contents

After you have enrolled in your course, you can begin exploring the contents of your course. Content varies from course to course, so your instructor will customize the mymarketinglab course content so that it complements your course at your school.

To navigate through your course, use the buttons in the horizontal toolbar across the top of the course. By default, mymarketinglab has four main tools (or tabs) for students:



1. The **Today's View** tool helps you organize and manage your course information. It contains a Notifications list that helps you to schedule your tasks efficiently. Today's View also displays course announcements, unread email messages, and newly posted grades.
2. The **Course Content** tool allows you to access the content in your course. The Course Content tool is where you will find all of the content assigned to you by your instructor – and is where you will launch homework, quizzes, and other assignments. If you see folders in your Course Content, click each folder to view the contents of that folder.
3. The **Grades** tool allows you to view the grades for the assignments you have submitted. From the Grades tool, you can view your submissions, generate reports, or send a message to your instructor.
4. The **Communicate** tool allows you to send messages to your instructor, view received email, or create and save a draft of a message to be sent at a later time.

NOTE: Your instructor may choose to rearrange the contents of your mymarketinglab course or reorder the tools (buttons) in the horizontal toolbar. If you are not sure where to find your course materials, ask your instructor.

3 Enrolling in Another Course

After you have registered for your first mymarketinglab course, enrolling in another course is quick and easy.

1. On the My Courses page, click the **Enroll in a Course** button.
2. Type your Course ID in the Course ID box and click Next. If you haven't received the Course ID yet, contact your instructor.
3. On the **Confirm Course** screen, verify that the Course ID you entered matches your instructor and course. Click the Next button.

The screenshot shows the 'Steps to Register' process with three steps: 1. Course ID, 2. Confirm Course, and 3. Confirmation & Summary. Step 1 is active. The 'Course ID' field contains 'CRSWEBM-22' and a 'Submit' button is visible. Below the field, a note states: 'A Sample Course ID looks like: CRSWE9D-1000000378'.

The 'Confirm Course' screen displays the following information for verification:

- Course:** CIS 101-01 Introduction to Microsoft Office
- End Date:** 12/28/2008
- Instructor:** Kelly Connors
- Instructor E-mail:** kconnors@mail.edu

A note at the bottom reads: 'Please verify that the course information above is correct. If the course name is incorrect, confirm the Course ID with the instructor. Click the "Back" button to change your Course ID.'

NOTE: If the course name shown on screen is incorrect, confirm the Course ID with the instructor – and then click the Back button to change your Course ID.

4. On the **Summary** screen, confirm the information is correct and then click the **Enter Course Now** button to enter your instructor's course.

Getting More Information

mymarketinglab Student Help

All mymarketinglab courses include links to an online help system designed specifically for mymarketinglab students. From any page in the course, click the **Help** link at the top-right corner of the page to



view interactive help, specific to the page you are currently viewing.

mymarketinglab Student Help can be navigated using the index or by searching on key terms. You can access Student Help at any time if you need guidance on completing assignments, using the study plan, checking your grades, and more.

Student Product Support

If you need technical assistance, or if you would like to ask a question or submit feedback about mymarketinglab, contact our Student Support team at <http://247pearsoned.com>. From there, you can explore our online knowledge base, chat with a representative, and more. Student Support is available 24 hours a day, 7 days a week.

mymarketinglab Web site

For more information on getting started in mymarketinglab, additional help and user guides, and information on feature updates, visit our Web site at www.mypearsonmarketinglab.com.

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