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| RCOBA Letterhead |

**Spring 2020 MKT 3350 Introduction to Marketing**

**Section 201**

Welcome to MKT 3350 Introduction to Marketing! Just think this could be the only marketing course you ever have to take or this may be the first marketing course that leads to many more, either way I’m excited that you have chosen my course for your marketing requirement. One of the main goals of this course is for you to look back on it and realize that a required course does not have to suck! The purpose of this class is to give you a broad background into what is marketing, what does marketing entail, and what types of careers are available in marketing.

This is a challenging course to teach as 80% of you taking this course do not want to be here! The only reason you are here is because it is a required course. My goal is not to make you all marketing majors but to get you through the course achieving the goals you have set out for yourself. Now if you are not sure what major you want to declare and you choose to become a marketing major because of this course well that is just awesome. But my first goal is to get everyone through this course with a least the minimum grade to pass the course. Second, I want to motivate and support you in achieving whatever goal you have set forth for my class. This may be as simple as passing the class to making an A, but whatever it is I will be partnering with you to do my best in helping bring out your best in order for you achieve your goal.

As this class has gone purely online and this is the first time I have taught online, I want you to know that I will maintain my high standards for this course the same way as it were face to face, however I also expect the same from you. I like to teach in an integrative and inclusive way everyone feels comfortable asking questions as well as contributing to the course.

It is student contributions in the course that not only adds to learning but makes the course enjoyable both for students and myself. Student comments and questions not only adds value to the course but helps all of us better understand key concepts and skills. One aspect of this course that is different than other core courses in the Rawls is that everyone in this class has experience with marketing concepts from their daily lives. This can be as simple as having sales experience from selling crap that no one wanted in elementary school fundraisers (this was my experience) to being a sucker for end aisle displays at the grocery store. You will be encouraged to share your own marketing experiences and questions. However, it is very important that everyone is always respectful with all forms of communication oral or digital. This is one of the few “non-negotiable” aspects of the course to which I will hold everyone including myself accountable to. Also, I am aware that some people do not like to voluntarily speak in class etc. That is fine there are many ways in which people can contribute to class, what is most important is that you contribute in the way that you feel most comfortable in doing so and in which you feel is most impactful.

As mentioned before, as this class being online from beginning to end is a new experience for me, and possibly you as well, and I want you to know that I have put allot of thought into how this class is designed from the lectures to assessing your knowledge that you have gained in this course. However, I do want you to know that I plan on being very flexible and adaptable about this course. Often, I will ask what is working and what is not working. I do listen to student feedback and will take corrective action when needed throughout the course. I also hope you will be as equally flexible and adaptable and keep an open mind if this is your first online course. My goal is for you to look back on this course and for you to honestly say this was just as good as any face to face course you have had in your college career. I will use this new teaching modality as motivation to reaching my personal goal for this class which is for you to look back at this class as one of the best classes you had in the Rawls college of business.

Therefore, to make this a great class, I have determined to teach this course in a synchronous manner, meaning that we will meet 5 days a week during the regularly scheduled class times. Our time will be spent on lectures delivered via zoom. Although one of the benefits of online learning is that we can conduct this course from a variety of locations but one area where I’m inflexible is professionalism. I will always conduct the course in a professional manner from my dress to my lectures and I expect the same from you. This does not mean I expect you to be wearing a coat and tie but I do expect you to be dressed (including wearing pants or shorts etc). I have several other course expectations that are outlined later in this document under the heading course expectations.

In closing, please read over this syllabus very carefully as you will discover I do several unorthodox policies that you are stated throughout the syllabus. Many of these policies are unique to me (such as not having to come to class on your birthday- unless it is a class day). So please read on as on the first day of class we will not have the time to go through this line by line. I look forward to partnering with you to make this a fantastic learning experience and course.

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| RCOBA Letterhead |

**Summer II 2020 MKT 3350 Introduction to Marketing**

**Section 201**

**Class:** MTWTRF 10-11.50 am

**Instructor:** Dr. Jeffrey Harper

**Office:** W 352 (Virtual office this term)

**E-Mail:** [Jeffrey.Harper@ttu.edu](mailto:Jeffrey.Harper@ttu.edu)

**Phone:** 834-2028

**Web Page:** <http://harper.ba.ttu.edu>

**Textbook: Marketing-grewal/levy 7th edition**

**Class communication: Communicate with me in blackboard**

**Book registration: Register on Blackboard. See last page of this document**

**Text book:** “Marketing” Grewal/Levy 7th edition



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**Office Hours:** 1.30pm-2pm Monday-Thursday and by appointment (via skype for business) or zoom

**Zoom Meeting Address**:

<https://rawlscollegettu.zoom.us/j/93515041892?pwd=OFVMRkJ5ZURUMUdyTkpIbG94YlFxdz09>

**Course Objectives:**

The primary purpose of this course is to provide an overview of the discipline of marketing, both as a philosophy of business and as a series of business practices.

The course will explore the field of marketing, as it directs the organization’s resources to satisfy customers’ wants and needs through the exchange process, at a reasonable profit to the organization. Specifically, we will examine how marketers: understand consumers’ needs and wants; develop products and services that provide superior value; and how they price, distribute, and promote products and services effectively, both domestically and internationally.

The course will direct your study of the organization (either a profit-oriented firm or a non-profit organization) as a market entity existing in a competitive environment. The emphasis will be on understanding the importance of quality, value, and customer relationship management in obtaining a competitive advantage in today’s marketplace. In addition, we will consider the ethical and societal issues related to marketing.

**Teaching Methods:**

The course builds upon a variety of pedagogical techniques including lecturing, in‑class discussions, and active-learning exercises.

**Recommended reading not required but great for personal growth & results achievement:**

Mark Devine’s “Unbeatable Mind”

**Name Tags**: Please on zoom right click your name and change it to show your name and major

**Expected Learning Outcomes:**

Upon successful completion of this course, students should develop:

* The ability to identify marketing mix elements.
* The ability to analyze marketing strategy formulation and implementation.
* The ability to describe customer centric organizations
* The ability to apply marketing concepts and strategies to offer sound solutions to real world marketing problems
* The ability to demonstrate higher order thinking and critical thinking
* The ability to realize ethical dilemmas in marketing and apply decision marketing tools
* The ability to work in teams
* The ability to use concepts to persuasively communicate suggested solutions to marketing problems
* The ability to apply marketing concepts to marketing one’s self

**Option 1. Means of Assessment of Learning Outcomes without final:**

Exam # 1 (25 %) 100 points

Exam # 2 (25 %) 100 points

Exam # 3 (25 %) 100 points

Chapter Quizzes & mini simulations (25%) 100 points

**If class meets attendence goal there will be no final. This does not mean the final is optional but that we would not have a final. If we do have a final all exams will be equally weighted**

**Option 2. Means of Assessment of Learning Outcomes with final (or if you take optional final):**

Exam # 1 (20%) 100 points

Exam # 2 (20%) 100 points

Exam # 3 (20%) 100 points

Exam # 4 (20% **comprehensive final)** \* 100 points

Chapter Quizzes & mini simulations (20%) 100 points

**Exams and Quizzes:** There will be three exams (with the possibility of a fourth exam being a comprehensive final exam) on the dates specified in the course outline. The exams are not comprehensive except for the final exam which if given is comprehensive. **You are required to take all exams.** All exams must be taken on the assigned date. If you miss an exam (unless it is allowed under university policy or deemed excused at my discretion) then you will receive a zero for that exam grade. The examinations are “closed book” and consist of multiple-choice questions. You are not allowed to use any outside resources including but not limited to having another device open and “googling” answers. The exam will be proctored through zoom, so log on like you would for any other class and when I tell you to then open up the exam in blackboard and do your very best. There are **no make-up exams** except as allowed by university policy for observance of religious holy days in accordance with OP 34.19 or official university business in accordance with OP 34.04. Advanced notice of absences due to religious observances or official university business must be given in writing to the instructor of the class. All exams refer to material from the book chapters and the lectures. Students are responsible for both in terms of preparation for the exams. **Note:** It is not possible to cover everything from the assigned texts in class and not everything discussed in class can be found in the book – students are still responsible for revising both types of course material.

In addition, you will be responsible for completing each **chapter quiz and the two mini simulations by the due date which you will access in Blackboard.** Each chapter quiz is a total of 20 questions worth 100 points. Each mini simulation is worth 100 points each. As you will notice the homework quizzes are due the night before we go over the chapter in class at 11.59pm. There are no make up quizzes, **if you miss a quiz you will be assigned a zero** for that assignment. **You have all of the due dates below so do whatever you need to do to make sure you meet the deadlines.** The due dates are in bold on the last two pages of this document. It is your responsibility to keep up with this. Also, attendance will be taken everyday, **SO BRING AN ELECTRONIC DEVICE EVERYDAY TO CLASS SO YOU CAN PARTICIPATE IN CLASS ATTENDENCE**.**! By participating in attendence daily and having no fewer than 2 or less absences results in 2pts added to your final grade.** If you have a 76 and do not miss more than 2 times you will end up with a 78 which is a “C”. If you have a 78 and do not miss more than 2 times you will end up with an 80 which is a “B”. I will round your grade one time. If however you have a 77 and get the two points added for attendance you have a 79 which is a “C.” I will not add another point no matter what the circumstances, amount of begging or crying etc…Once your final grade is assigned and if you choose to try to negotiate your grade through whining, begging or some other form of negotiation in person or through electronic means will not be tolerated and your final grade will be automatically deducted 11 points from each occurrence. All grades will be posted on blackboard.

Also, regarding attendance, if your birthday happens to fall on a class day you can opt to not come to class that day without it counting against your absences ***unless it occurs on a test day***.

Students are strongly encouraged to actively share their views in class discussions. Attendance alone is not considered active participation. Disrespectful or disturbing behavior of students during class time will have a negative impact on the class participation grade and the student(s) will be asked to leave the class room.

**THERE IS NO EXTRA CREDIT, PROJECTS, and PAPERS ETC…**

***Use of cell phones, outside reading material and tobacco products is prohibited in class. If I catch you texting or using your cell phone in class, I will ask you to leave the class room thereby marking you “absent.”***

**Grading Format:**

90 – 100 points = A

80 – 89 points = B

70 – 79 points = C

60 – 69 points = D

0 – 59 points = F

**Please Note:**

* PowerPoints of all lectures will be posted for downloading on the instructor’s webpage:

<http://harper.ba.ttu.edu/> as the semester progresses.

* Students are responsible for all announcements made in class and on the instructor’s webpage.
* This syllabus has a pedagogical purpose and is not contractual in nature. The instructor may modify the syllabus including the class schedule during the course of the semester.

**Class Conduct:**

Standards of academic honesty will be observed in accordance with TTU policy, as detailed in Operating Policy 34.12. Cheating (as defined by Operating Policy 34.12) during an exam or quiz will result in the grade F for the respective exam and will be reported to the Dean for further disciplinary action. Also, “misrepresenting facts” (as defined by Operating Policy 34.12) or obtaining information via plagiarism (as defined by Operating Policy 34.12) will be reported to the Dean for further disciplinary action.

**ACADEMIC INTEGRITY / DISHONESTY (Operating Procedure 34. 12)**

As stated in the TTU Catalog: “It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work that they have not honestly performed is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension.”

Students will be held to the student code of conduct with great emphasis placed academic integrity. As a reminder here is a copy from the *TTU* *STUDENT CODE OF CONDUCT* that addresses student misconduct. Please be advised I will hold you to these standards.

**SECTION B: MISCONDUCT 1. Academic Misconduct Academic** misconduct includes cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, violations of published professional ethics/standards, and any act or attempted act designed to give unfair academic advantage to oneself or another student. Additional information about academic misconduct is available in the Texas Tech University Community Policies section. a. Cheating 1. Copying from another student’s academic work, test, quiz, or other assignment 2. Receiving assistance from and/or seeking aid from another student or individual to complete academic work, test, quiz, or other assignment without authority. 3. The use or possession of materials or devices during academic work, test, quiz or other assignment which are not authorized by the person administering the academic work, test, quiz, or other assignment. 4. Possessing, using, buying, stealing, transporting, selling or soliciting in whole or in part items including, but not limited to, the contents of an unadministered test, test key, homework solution, or computer program/ software. Possession, at any time, of current or previous course materials without the instructor’s permission. 5. Obtaining by any means, or coercing another person to obtain items including, but not limited to, an unadministered test, test key, homework solution or computer program/software, or information about an unadministered test, test key, homework solution or computer program. 6. Transmitting or receiving information about the contents of academic work, test, quiz, or other assignment with another individual who has completed or will complete the academic work, test, quiz, or other assignment without authority. 7. Substituting for another person, or permitting another person to substitute for oneself in order to take a course, take a test, quiz or other assignment or sign in/register attendance. 8. Taking, keeping, misplacing, damaging or altering the property of the University or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct. 9. Falsifying research data, laboratory reports, and/or other academic work offered for credit. 10. Failing to comply with instructions given by the person administering the academic work, test, quiz or other assignment. b. Plagiarism 1. The representation of words, ideas, illustrations, structure, computer code, other expression or media of another as one’s own and/or failing to properly cite direct, paraphrased or summarized materials. 2. Self-plagiarism which involves the submission of the same academic work more than once without the prior permission of the instructor and/or failure to correctly cite previous work written by the same student. c. Collusion The unauthorized collaboration with another individual to complete academic work, test, quiz, or other assignment, providing unauthorized assistance to another student, allowing another student access to completed academic work, and/or conspiring with another person to commit a violation of academic dishonesty. d. Falsifying academic records 1. Altering or assisting in the altering of any official record of the University and/or submitting false information. 2. Omitting requested information that is required for, or related to, any official record of the University. e. Misrepresenting facts 1. Providing false grades, falsifying information on a resume, or falsifying other academic information. 2. Providing false or misleading information in an effort to injure another student academically or financially. 3. Providing false or misleading information or official documentation in an effort to receive a postponement or an extension on academic work, test, quiz, other assignment, credit for attendance, and/or obtain an academic or financial benefit for oneself or another individual.

NOTE: Examples include, but are not limited to, fabricated, altered, misleading, or falsified documentation for medical excuses family and personal emergencies, and signing into class and failing to remain the entire time. f. Violation of Professional Standards Any act or attempted act that violates specific Professional Standards or a published Code of Ethics. NOTE: Students are held accountable under this policy based on their college or school of enrollment, declared major, degree program, and/or pre-professional program. g. Unfair Academic Advantage Any other action or attempted action that may result in creating an unfair academic advantage for oneself or may result in creating an unfair academic advantage or disadvantage for another student that is **not enumerated in items a-f.**

**DISABILITY ACCOMMODATION (Operating Procedure 34.22)**

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services in West Hall or call 806-742-2405.

**RELIGIOUS HOLY DAY OBSERVANCE (Operating Procedure 34.19)**

A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**GRADE AND COURSE COMMUNICATION: Blackboard**

**TTU Resources for Discrimination, Harassment, and Sexual Violence**

Texas Tech University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination of any kind. Sexual assault, discrimination, harassment, and other [Title IX violations](https://mail.ttu.edu/owa/redir.aspx?REF=TDnyezHrHlu1DNW3n3slbLOqQtLDtKgJ3v1I3NgO6KrxaOuNHz3TCAFodHRwOi8vdGl0bGVpeC50dHUuZWR1Lw..) are not tolerated by the University. Report any incidents to the *Office for Student Rights & Resolution*, (806)-742-SAFE (7233) or file a report online at [titleix.ttu.edu/students](https://mail.ttu.edu/owa/redir.aspx?REF=TMlWTyd6as_1iI_0H5FLTz_Tacxr_ytIAYxWLxEEyOLxaOuNHz3TCAFodHRwOi8vdGl0bGVpeC50dHUuZWR1L3N0dWRlbnRz). Faculty and staff members at TTU are committed to connecting you to resources on campus. Some of these available resources are: **TTU Student Counseling Center,** 806-742-3674, [https://www.depts.ttu.edu/scc/](https://mail.ttu.edu/owa/redir.aspx?REF=5gFmwn20cg0WpRjuzh2XhzWDxz7cumguCavnkO3YwwjxaOuNHz3TCAFodHRwczovL3d3dy5kZXB0cy50dHUuZWR1L3NjYy8.) *(Provides confidential support on campus.)* **TTU Student Counseling Center 24-hour Helpline**,806-742-5555, *(Assists**students who are experiencing a mental health or interpersonal violence crisis.  If you call the helpline, you will speak with a mental health counselor.)* **Voice of Hope Lubbock Rape Crisis Center**, 806-763-7273, [voiceofhopelubbock.org](https://mail.ttu.edu/owa/redir.aspx?REF=1uM4ndet18SPRjjIp5A6_3NleY5utzJnGJQofjxBV93xaOuNHz3TCAFodHRwOi8vdm9pY2VvZmhvcGVsdWJib2NrLm9yZy8.) *(24-hour hotline that provides support for survivors of sexual violence.)* **The Risk, Intervention, Safety and Education (RISE) Office**, 806-742-2110, [rise.ttu.edu](https://mail.ttu.edu/owa/redir.aspx?REF=MVDdWy7eTuVCRcyvK7oAo5m4RdChfQJJLRJAKCHbI9HxaOuNHz3TCAFodHRwczovL3d3dy5kZXB0cy50dHUuZWR1L3Jpc2Uv) *(Provides a range of resources and support options focused on prevention education and student wellness.)* **Texas Tech Police Department**, 806-742-3931, [http://www.depts.ttu.edu/ttpd/](https://mail.ttu.edu/owa/redir.aspx?REF=KWYBL2BDUkHcPK_WY77UERDu3ue1h3IPLo_tp-TiyuzxaOuNHz3TCAFodHRwOi8vd3d3LmRlcHRzLnR0dS5lZHUvdHRwZC8.) *(To report criminal activity that occurs on or near Texas Tech campus).*

**Email:** My preference would be for you to email me within blackboard but I do know at times blackboard seems to go down at the most inconvenient time so feel free to email me at Jeffrey.harper@ttu.edu. However, unlike most students I only check my email a few tiems a day and almost never after 5pm or on weekends. If you email me after 5pm it is very unlikely that I will be able to respond due to my responsivities at home until the following day. However, I will do my very best to respond as promptly as possible.

**NINE COMMANDMENTS OF MKT 3350**

1. **Do not be distracted during class or distract others:** examples of distracting behavior would be texting, reading email, sleeping, surfing the web, listening to music etc. If you are caught, doing this you will be marked absent and asked to stand and answer me as to why I’m having you leave the class room. Habitually being asked to leave will result in your advisor and/or Dean being informed and for further disciplinary action which may result in your being dropped from the class.
2. **Be on time to class:** By being on time you will not cause a disruption to your other classmates
3. **Bring your name tag every day**
4. **Do not read or talk to your neighbor once class has started**  I will treat you with respect and expect the same in return.
5. **If you have a question about the material raise your hand and ask** If you have a question please feel free to stop by me by raising your hand and I will answer your question. If I still do not answer it, I will attempt every way possible to explain the question in a different way. I firmly believe that answering questions is my job and that there are no bad questions.
6. **Don’t cheat, plagiarize:** If you are caught cheating or plagiarizing you will be given an “F” for the course and you will be reported to the dean for further disciplinary action. You will be held accountable to the TTU student code of conduct at all times.
7. **If you need to email me:** I will only respond to professionally written correspondences. If you address me in your email as: “hey, ” “harper,” or “bro” for example, I will not read nor respond to your email. Additionally, I cannot respond to your email without knowing which class section of mine you are in. Therefore, it is in imperative to not only email me in a professional manner, but to also include which class section you are referring more information on. Professionally written correspondences also does not include short hand text phrases or emoji’s. As I’m a middle aged adult, I do not know what these are and will not waste my time trying to figure them out.
8. If you email the night before the exam asking me if this is going to be on the exam or what chapters does the exam cover, do not expect an answer if I answer your question it will invariably be a “flippant” response.
9. Do not lie to me. Be accountable for your actions, by being accountable for your actions I will be fair, by lying to me I will be forced to administer harsh discipline!

**If you are caught texting, talking, doing homework for other classes, you will be asked to leave and will be counted absent. DO NOT USE YOUR CELLPHONE IN CLASS, to Text, Facebook, Instagram etc.. IF I CATCH YOU DOING ANY OF THE ABOVE EVEN ONE TIME, YOU WILL BE DISMISSED FROM CLASS AND GIVEN A ZERO FOR THAT CLASS AND ASSIGNMENTS.**

**Tentative Class Schedule**

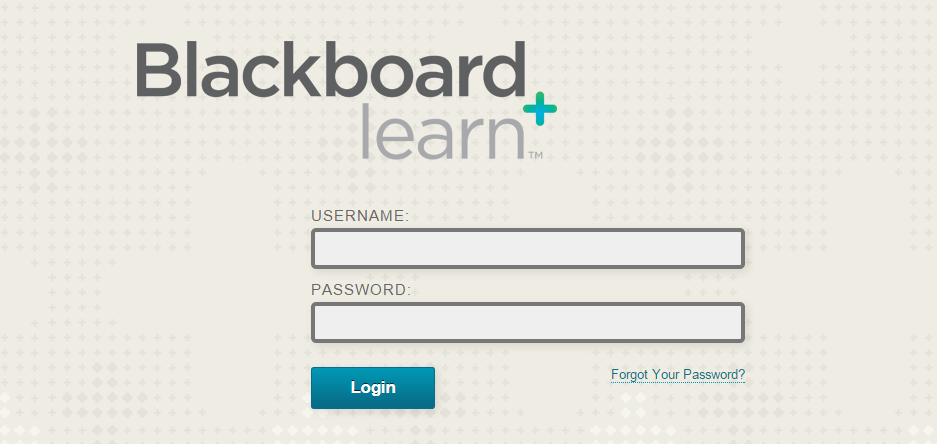
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| **Date** | **Topic** | **Assignment** |
| July 7 | Class Overview | **Read chapter 1.** |
| July 8 | Ch. 1 Overview of Marketing | **Ch 1 Quiz due 11.59pm** |
| July 9 | Ch 2 Developing Marketing Strategies and a Marketing plan | **Ch 2 Quiz due 11.59pm** |
| July 13 | Ch 3 Digital Marketing: Online, Social, and Mobile | **Ch 3 Quiz due 11.59pm** |
| July 14 | Ch. 4 Conscious Marketing, Corporate Social Responsibility and Ethics | **Ch 4 Quiz due 11.59pm**  **Study for TEST 1** |
| **July 15** | **Test 1 Ch 1-4** |  |
| July 16 | Ch 5 Analyzing the Marketing Environment | **Ch 5 Quiz due 11.59pm** |
| ***July 17\**** | Ethics Assessment | **Ethics Assessment due 11.59pm** |
| July 20 | Ch 6 Consumer Behavior | **Ch 6 Quiz due 11.59pm** |
| July 21 | Ch 8 Special topics lecture-Global Marketing | **Ch 8 Quiz due 11.59pm** |
| July 22 | Ch 9 Segmenting, targeting, and Positioning | **Ch 9 Quiz due 11.59pm** |
| **July 23** | **Test 2 ch 5 ,6 ,8 & 9** |  |
| ***July 24\**** | Segmentation mini simulation | **Segmentation mini simulation due 11.59pm** |
| July 27 | Ch 10 Market Research | **Ch 10 Quiz due 11.59pm** |
| July 28\* | Ch 11 Product branding Decisions | **Ch 11 Quiz due 11.59pm** |
| July 29 | Ch 12 Developing New Products | **Ch 12 Quiz due 11.59pm** |
| July 30 | Ch 15 Strategic pricing methods and tactics Ch 17 Retailing and Omnichannel Marketing | **Ch 15 Quiz due 11.59pm** |
| ***July 31\**** | Buyer Behavior Mini simulation | **Buyer behavior Mini Simulation** |
| **Aug 3** | **Test 3 Ch 10, 11, 12, & 15** |  |
| Aug 4 | Ch 17 Retailing and Omnichannel Marketing | **Ch 17 Quiz due 11.59pm** |
| Aug 5 | Ch 18 Integrated Marketing Communications | **Ch 18 Quiz Due 11.59pm** |
| **Aug 7** | **Comprehensive Final exam- this is only if we do not meet our attendance goals** |  |



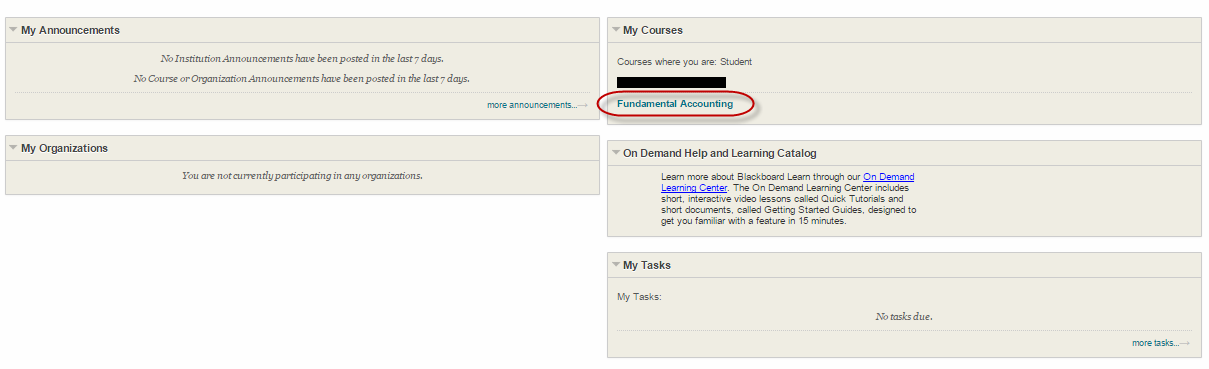
**Connect**®

**Blackboard Student Registration**

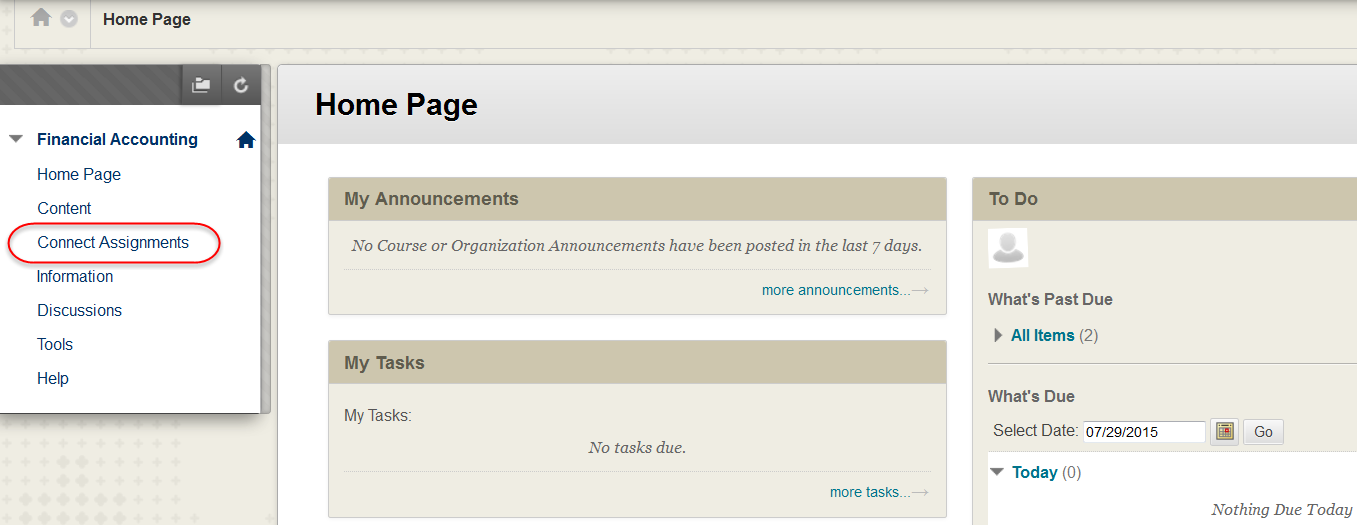
**Step 1:** Enter username and password. **Click *Login***.

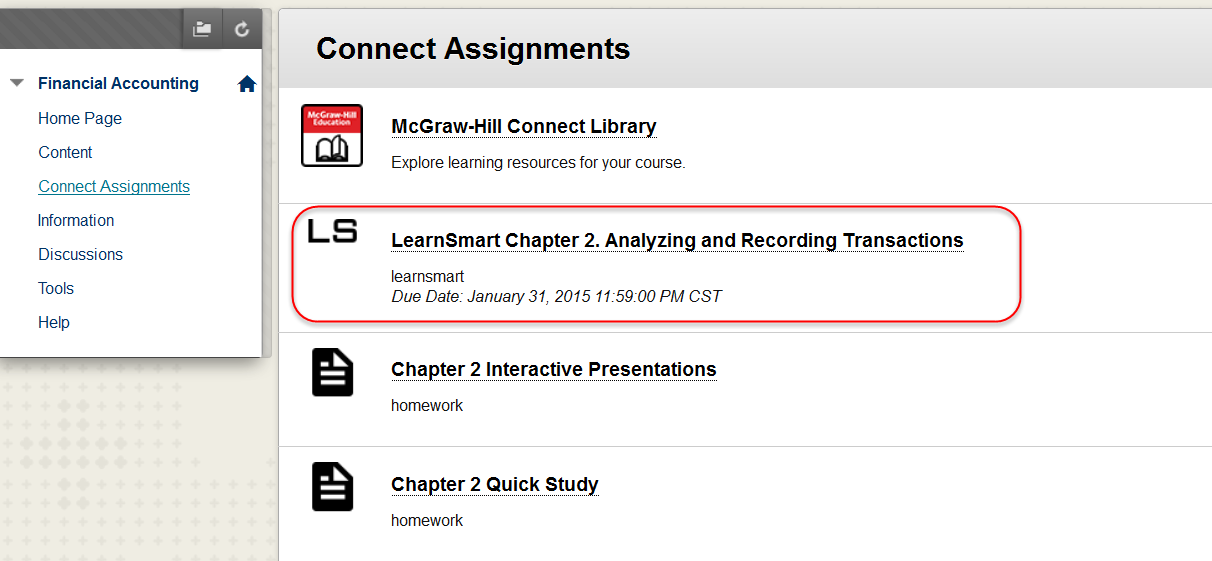


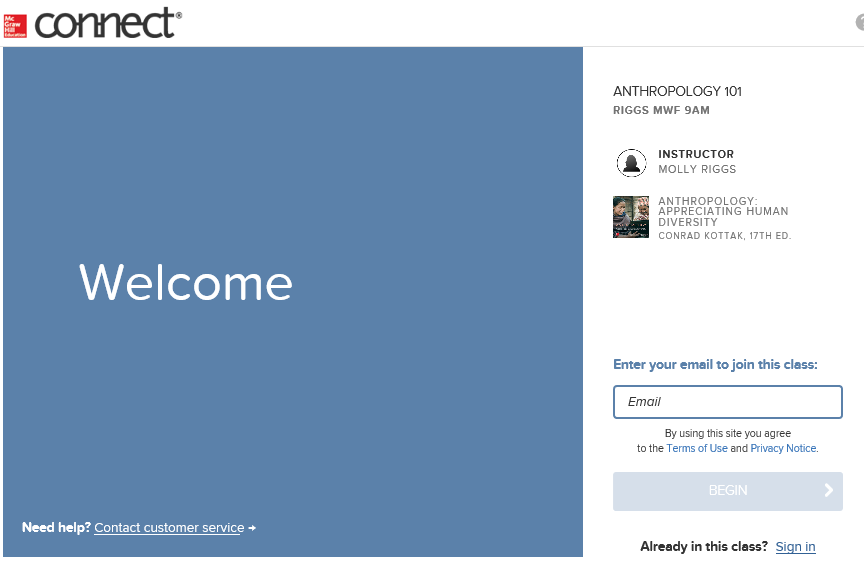
**Step 2:** From ***My Courses***, select the course using Connect.



**Step 3:** On course homepage, click into the page where your instructor has posted the Connect assignments.

(In this example, the ***Connect Assignments*** page.)

**Step 4:** Click on your first assignment (or the McGraw-Hill Connect Library link) to begin registration for Connect.

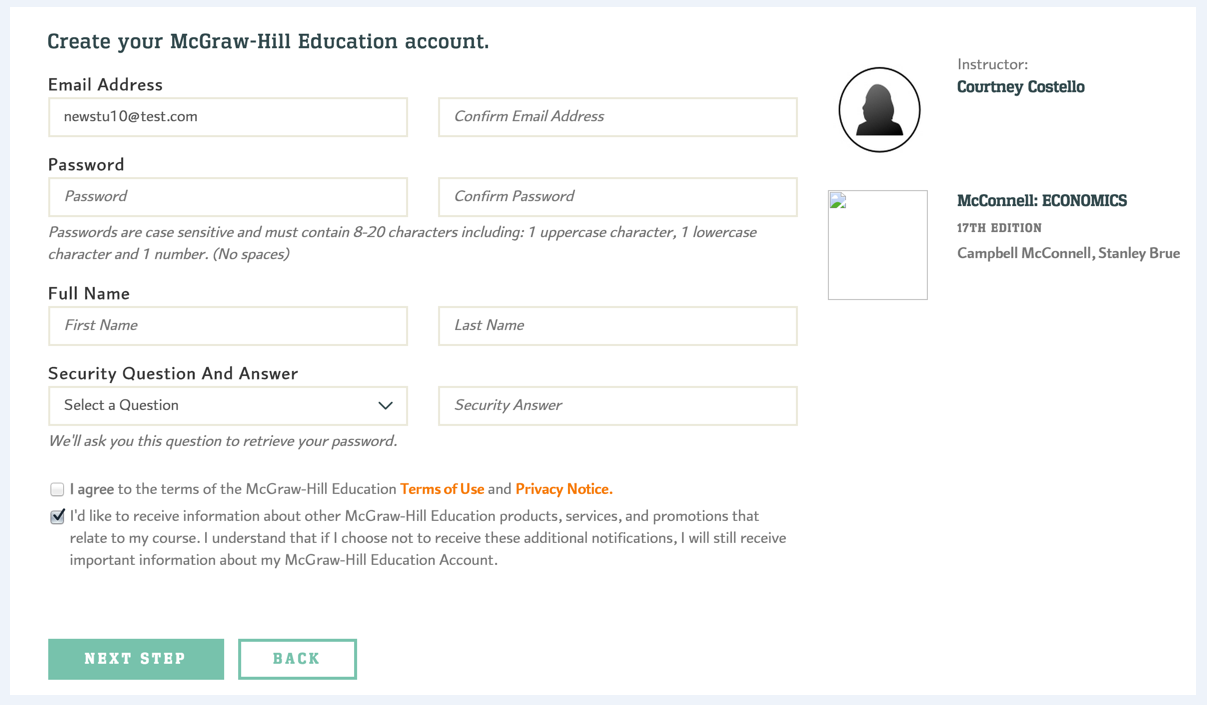


**Step 5:** Enter your email address and **click *Begin.***

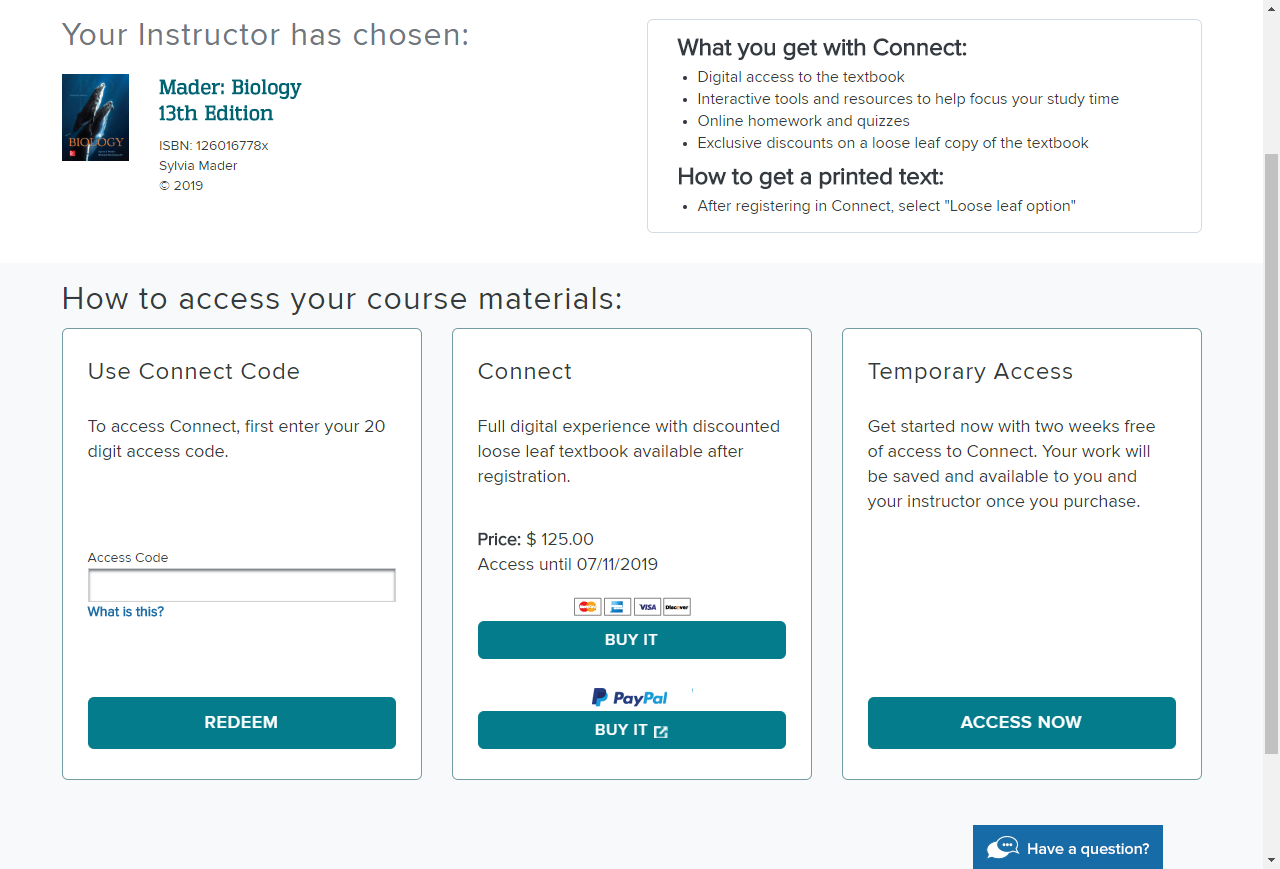
If you do not have a Connect account, you will be prompted to create an account.

We recommend using your school/institution email address when creating an account.

**Click *Next Step*** to continue.

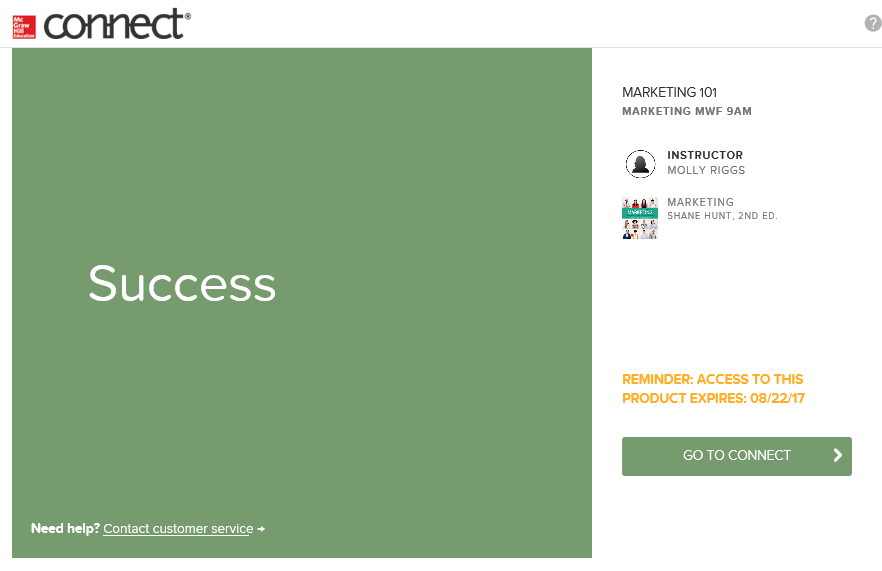


**Step 6:** You have three registration options.

1. **Connect Code: Enter Connect access code** and **click *Redeem***.
2. **Purchase Online: Click** ***Buy It*** to use a credit card or PayPal.
3. **Temporary Access: Click *Access Now*** for two-week access.

**New!** For **select** McGraw-Hill texts, you can **rent your course materials** and get access to Connect, which can save you up to 30 percent as compared to purchasing your course materials and Connect separately.

**Step 7:** You have successfully joined the class. **Click** ***Go To Connect***.



**Need Help?**

**Tech Support & FAQ**

**Call:** (800) 331-5094

**Email & Chat:** mhhe.com/support

**Monday–Thursday:** **24 hours**

**Friday:** 12 a.m. – 9 p.m. EST

**Saturday:** 10 a.m. – 8 p.m. EST

**Sunday:** 12 p.m. –12 a.m. EST