

MyMarketingLab™

Students, Welcome to MyMarketingLab!

MyMarketingLab is a dynamic, interactive eLearning program. Your instructor has requested that you have access to this online program.

To access your **MyMarketingLab** online course for the first time, you need to register and log in. Whenever you want to use **MyMarketingLab** after that, you just need to log in. You can do both from the same starting point, at www.MyMktLab.com.

To register for MyMarketingLab:

To register, you will need a student access code and a course ID (provided by your instructor). If you purchased a new textbook, it should have come with a Student Access Kit that contains a code you can use to register. If you do not have a Student Access Kit, you can purchase access online with a major credit card or PayPal account or opt to get temporary access for 17 days without payment (if available for your course) while awaiting Student Financial Aid. **Please refer to the MyMarketingLab New Design Student User Guide located on the support tab of the MyMarketingLab homepage for more information.*

Course ID: **Professor12345** (sample only—not active Course ID)

Course Name: MKT 101

1. Go to www.MyMktLab.com and click the Student button, in the Register section.
2. Enter the course ID and click Continue.
3. On the **Sign In** page, you can sign in with your existing Pearson Username and Password if applicable. If you don't already have a Pearson account, click the **Create** an account button.
4. If you choose to create an account, enter the required fields (email, desired username and password, first and last name, and security question and answer).
5. Check the box next to **I accept the license agreement** and click **Create Account** to continue.
6. Choose an access option:
 - Use an access code (came with your new book) by clicking **Access Code**
 - Purchase access if you don't have an access kit/code using credit card or PayPal account by clicking on the price button under your choice of the MyLab with eText or MyLab without eText.
 - Or choose temporary access by clicking the **Get Temporary Access without payment for 17 days** link at the bottom of the page.
7. Enter your **MyMarketingLab** student access code or payment information and click **Finish**.
8. A **Confirmation and Summary** page displays, indicating your registration is successful! This information will also be emailed to you.
9. Click **Go to Your Course** to log into **MyMarketingLab**.
10. Enter the course by clicking on the course name under the MyLab/Mastering New Design column on the left hand side of the screen

Need More Help?

Additional help can be found on www.MyMktLab.com on the Support tab, under Student Support.