

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* enroll. 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 the required package, it came 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.

Course ID: **CXSCDSR-620902** (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 Next.
3. Choose to register an access code (came with your new book) or purchase access if you don't have an access kit/code.
4. If you choose to buy access:
 1. You will need to choose the correct book from the list and images provided and decide if you want to purchase with or without the eText.
 2. Agree to the License Agreement and terms by clicking **I Accept**.
 3. On the **Access Information** page, you will be asked if you have a Pearson Education account. If **Yes**, enter the existing login name and password. If **No**, enter your desired login name and password. Re-type your password.
 4. Click Next and enter payment information.
5. If you already have an Access Code:
 1. Agree to the License Agreement and terms by clicking **I Accept**.
 2. On the **Access Information** page, you will be asked if you have a Pearson Education account. If **Yes**, enter the existing login name and password. If **No**, enter your desired login name and password. Re-type your password.
 3. Enter your prepaid Access Code and click Next
6. Follow the instructions to create your account (*school zip code required to complete*) and click Next.
7. A **Confirmation and Summary** page displays, indicating your registration is successful! This information will also be emailed to you.
8. Click the link to **Log In Now** under **MyLab Courses**. The first time you enter the site, you will see a Self-Study Course. This is not the course your instructor set up for you. **You still need to enroll in your instructor's course.**
9. Click the Enroll in a Course button and re-enter your course ID. Confirm the course information and Click to Log In Now. This will replace the self study course, with your instructor's course.
10. Enter the course by clicking on the course name

**The next time you sign in to your account, you will be taken to a new account home page. You will be able to enter your course homepage by clicking on the MyMarketingLab link under the Your Courses and Products area.

Need More Help?

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