

Required Materials for the Course

What You Need

You will be required to have materials from McGraw-Hill Education which include the textbook content and Connect (which includes LearnSmart, your adaptive online study tool, and SmartBook, your adaptive ebook). *You are not required to have a print text and please be aware if you purchase a used textbook you will still need to purchase Connect access.*

Where to Get It

- **Online - All DIGITAL:** You can purchase Connect, no print book, but includes the complete ebook and access to all course content, (**Register through Canvas in your instructor's course**).
Price: \$85
- **Bookstore:** Your bookstore (eCampus) has a package which includes the loose-leaf print book and the Connect online access code.
Price: \$170.78

How to Register for Connect

1. Go to your section in Canvas.
2. Click the “**Register Now**” Button in first assignment.
3. Enter your email address.
 - a. If you already have a McGraw-Hill account you will be prompted for your password.
 - b. If you do not have a McGraw-Hill account you will be asked to create one.
4. To access Connect (see example):
 - a. If you already have a registration code (for example, included in the print package from the bookstore), enter it in the “**Have a registration code?**” section.
 - b. If you do not have an access code, select “**Buy Online**” (valid credit card required).
 - c. If you wish to purchase at a later time, you may begin a 14-day **Courtesy Access** period at this time. You will be prompted to upgrade to full Connect access before your courtesy access period expires. You **must** purchase full Connect access in order to maintain access to your course assignments and materials
5. Complete the registration form, and click “**Submit**”

Mc
Graw
Hill
Education

Help Exit

Grewal: Marketing, 4e

by Dhruv Grewal Michael Levy

Student Registration

Have a registration code?

Enter your registration code below. You'll find your code on a card that either came with your textbook or that you purchased separately.

Registration Code:

- - - -

Example: GRFU-BYHA-6MYJ-FGMK-F9XA

Submit

[How to register with a registration code](#) | [View sample registration card](#)

Don't have a code?

Buy access online

No registration code, no problem. You can buy access to Marketing right now. All you need is a credit card.

VISA MasterCard

Buy Online

Try before buying

Get instant access to your instructor's course work and materials with courtesy access. Your work will always be saved during your courtesy period and you'll receive a reminder before it expires.

Start courtesy access

FAQs & Tutorials



Visit the Connect Student Success Academy for online FAQs and tutorials:

<http://www.connectstudentsuccess.com/>

Technical Support

If you need Technical Support (forgotten password, wrong code, etc.) please contact the McGraw-Hill Education **Customer Experience Group (CXG)** at:

(800) 331-5094

www.mhhe.com/support

(Please be sure to get your case number for future reference if you call the CXG line.)