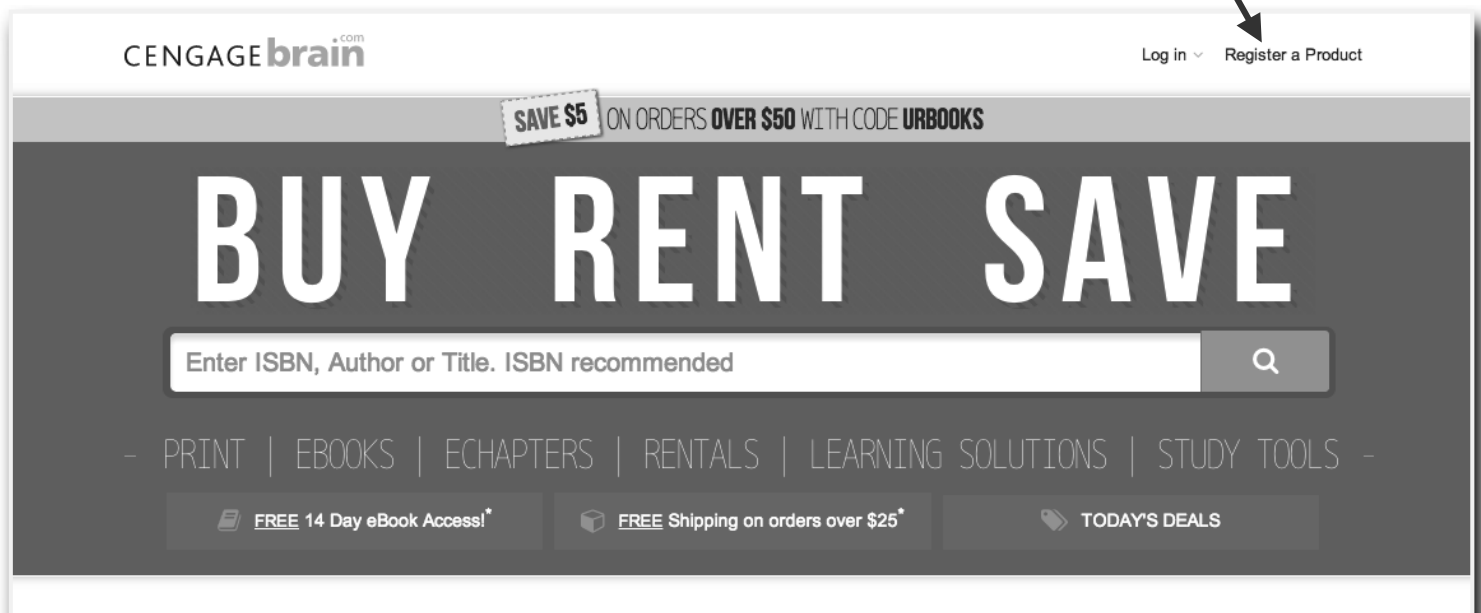# MindTap

Student Access Guide

This guide will show you how to access MindTap.

Your teacher should have given you a MindTap access code, either digitally or on a printed access card.

Once you have your access code, you're ready to begin.

How To Register in MindTap

1. Go to www.cengagebrain.com.   **2.** Click on Register a Product.

CENGAGE **brain** .com

Log in ˅   Register a Product

SAVE $5 ON ORDERS **OVER $50** WITH CODE **URBOOKS**

BUY RENT SAVE

Enter ISBN, Author or Title. ISBN recommended

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NATIONAL GEOGRAPHIC LEARNING | CENGAGE Learning®

3. Enter your access code in the "Register Your Product" box.

CENGAGE**brain**.com

Instructor Login | Technical Support

REGISTER YOUR PRODUCT

Enter your Access Code or Course Key | What's This?

REGISTER

4. Click REGISTER

RETURNING STUDENTS

✉ Email address

🔑 Password | Forget?

LOG IN

Don't have an account?

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After you click REGISTER, you should see a message confirming that your MindTap access code has been validated.

CENGAGE**brain**.com

Technical Support

✓ Your code has been validated. Please **Create a New Account** or **Log In** to continue.

NEW STUDENTS

✉ Email address

CREATE A NEW ACCOUNT

RETURNING STUDENTS

✉ Email address

🔑 Password | Forget?

LOG IN

5. If you do not already have a CengageBrain account, enter your email address and then click CREATE A NEW ACCOUNT and follow the steps to create one.

$\underline{OR}$

5. If you DO already have a CengageBrain account, enter your email address and password and click LOG IN.

Once you have your CengageBrain account and are logged in, you will see your dashboard view, containing your class materials.
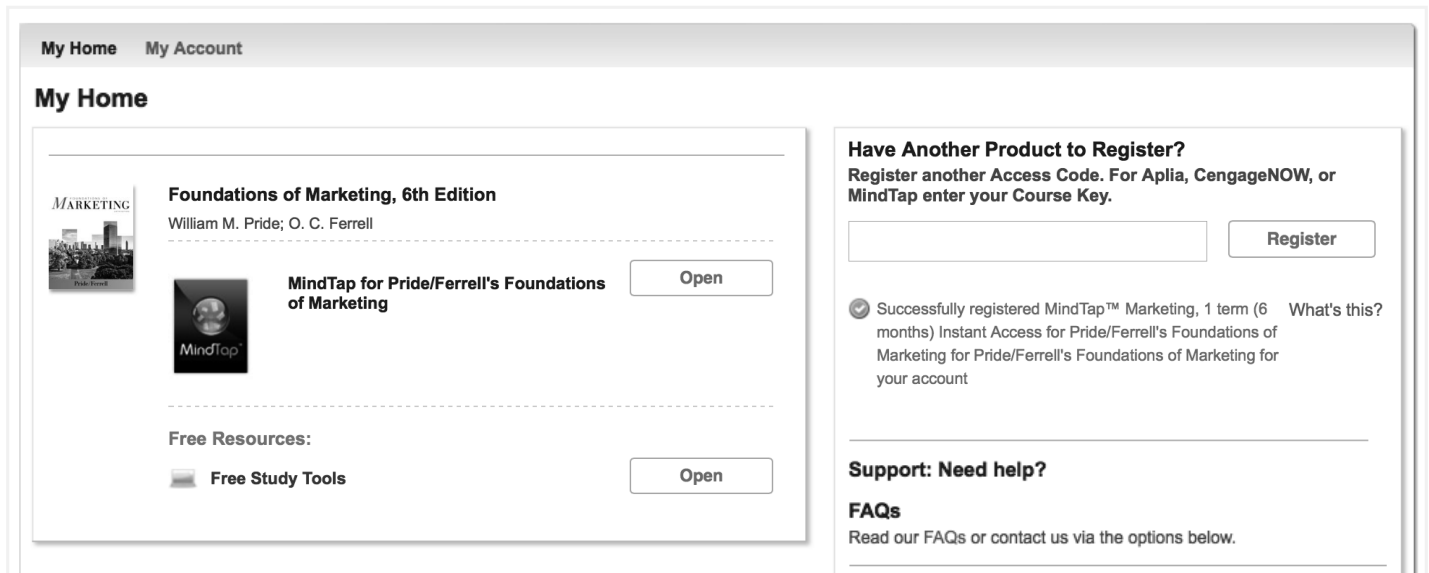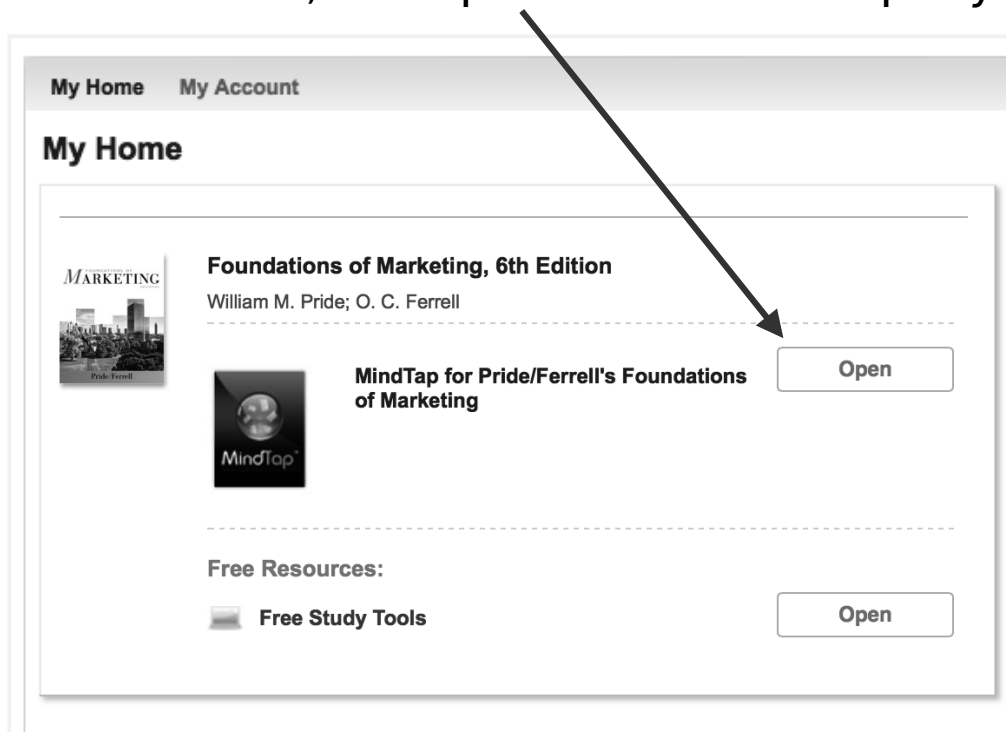

Almost there!

The last thing left to do is register for the Course your teacher has set up.

How To Register for a Course

1. On your Home screen, click "Open" next to the MindTap for your book.

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2. This popup box will appear. Enter the Course Key your teacher gave you, and click "Submit".

Enter Course Key

You have successfully purchased access to this MindTap product.
Please enter your Course Key to register for your MindTap course.

MindTap Course Key

[   ]   **Submit**

MindTap Course Key example: ABCD-23M4-EFGH   More Info

(Esc) or Close ⊗

3. Next, this popup box will appear. Make sure that the information is all correct, and then click "Continue".
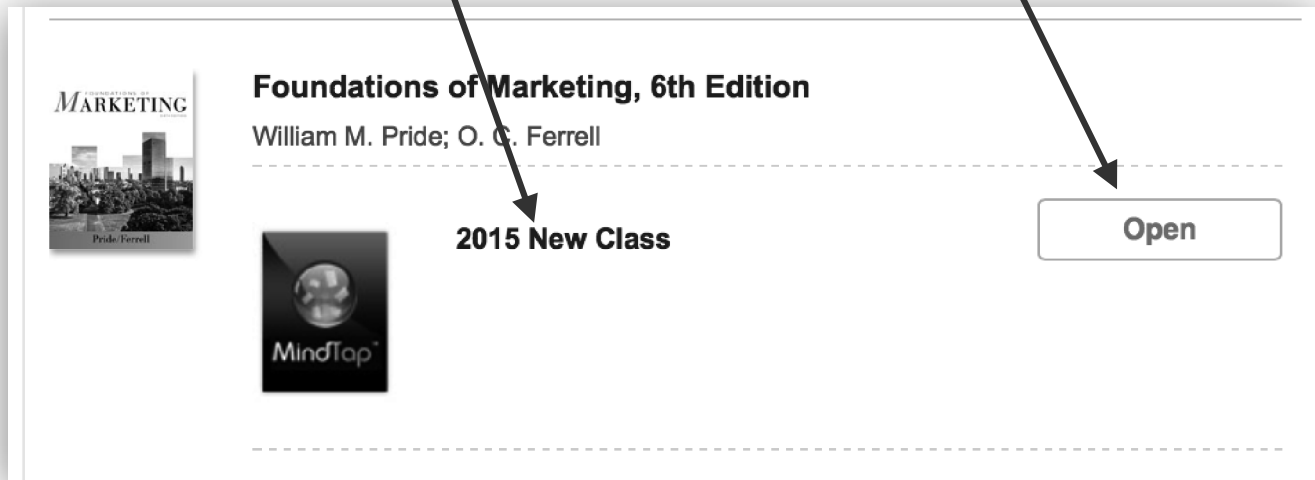
Confirm Course Information

Please confirm that this is the MindTap course for which you want to register

School:	South Mason High School
Instructor:	Mr. Anderson
Course Name:	2015 New Class
Start Date:	March 03, 2015
End Date:	June 01, 2015
Day/Times:	M-F
Section:	1

Not the right course?   edit course key

Continue

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4. You will return to your Home screen, where you will now see the name of the Course you registered for. Click "Open".

Foundations of Marketing, 6th Edition

William M. Pride; O. C. Ferrell

2015 New Class

MindTap™

Open

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Foundations of Marketing, 6th Edition
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MARKETING
SIXTH EDITION

Pride/Ferrell

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