

# Reviewers Guide

**Bid ID#:** 19814

**Course Title:**

Foundations of Marketing

**ISBN:** 9780135337509



**Main Program components:** Student Edition Hardcover with six (6) MyLab digitally delivered access codes

## Program Description

Foundations of Marketing teaches students to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. The authors present the fundamentals of marketing within an innovative customer-value framework that challenges students to reach consumers using a variety of channels. The comprehensive program covers all major trends impacting contemporary marketing. It is filled with relevant case-studies illustrating how successful marketers use new digital technologies to maximize customer engagement and shape brand conversations. Interactive components with hands-on activities will help prepare students for a career in marketing.

## Publisher Website Link:

<https://www.pearson.com/en-us/schools/states/utah.html>

## Review text link:

<https://mylabmastering.pearson.com/?courseId=13430108#/manage/1>

## Access Instructions

1. How to Access the Pearson site:

1. Please open this link:

<https://mycourses.pearson.com/course-home#/tab/active>

## 2. Access Credentials:

### Reviewer:

Username: UtahState2025

Password: Pearson123

### Student:

Username: ZionZealot

Password: Pearson123

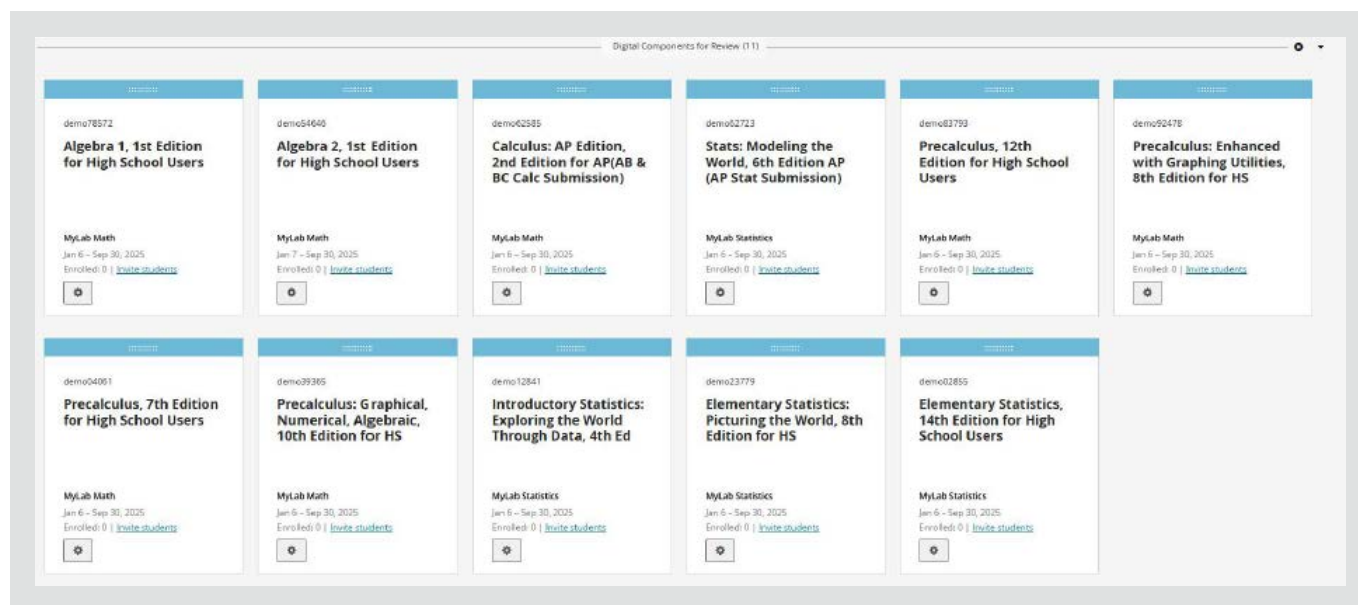
Username: LamboLeap

Password: Pearson123

Username: DairylandDunker

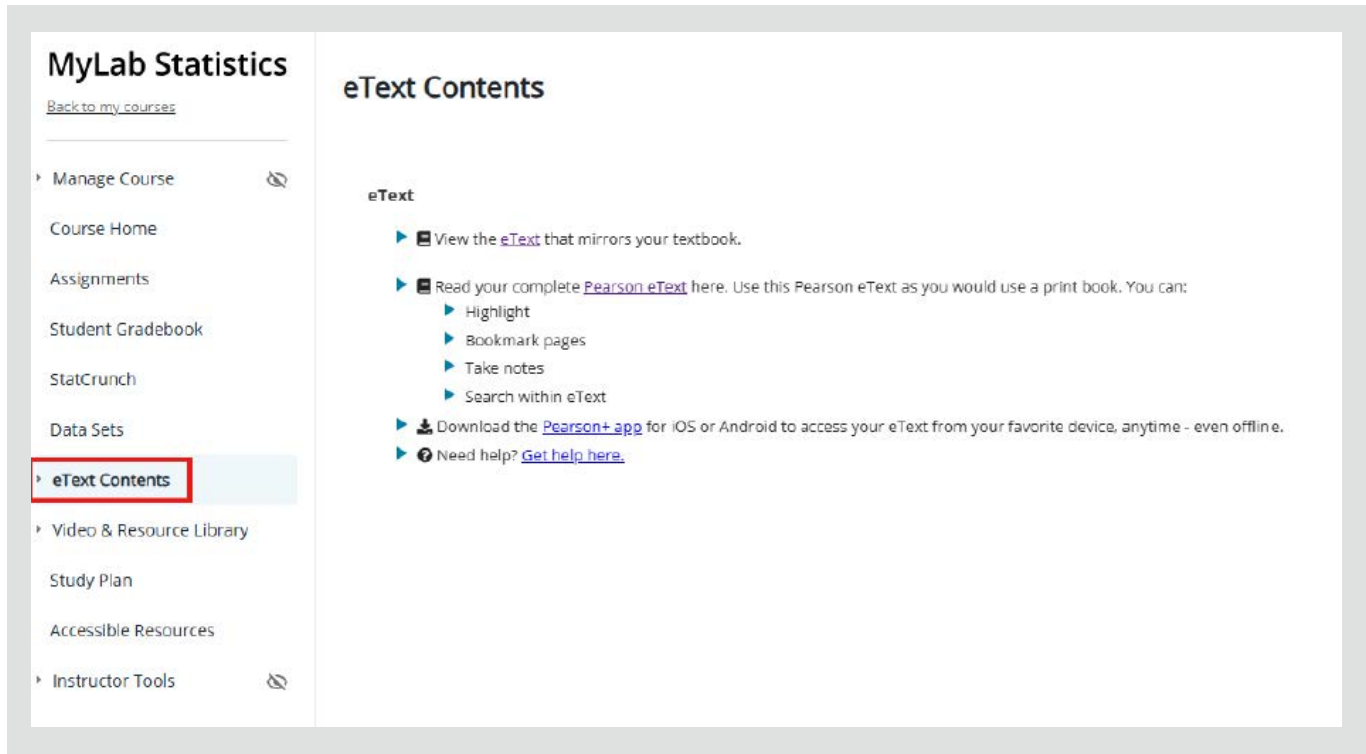
Password: Pearson123

## 3. Select the course/title you want to review by hovering on the title.



## 4. On the Course Home screen, you can choose the course materials you want to review.

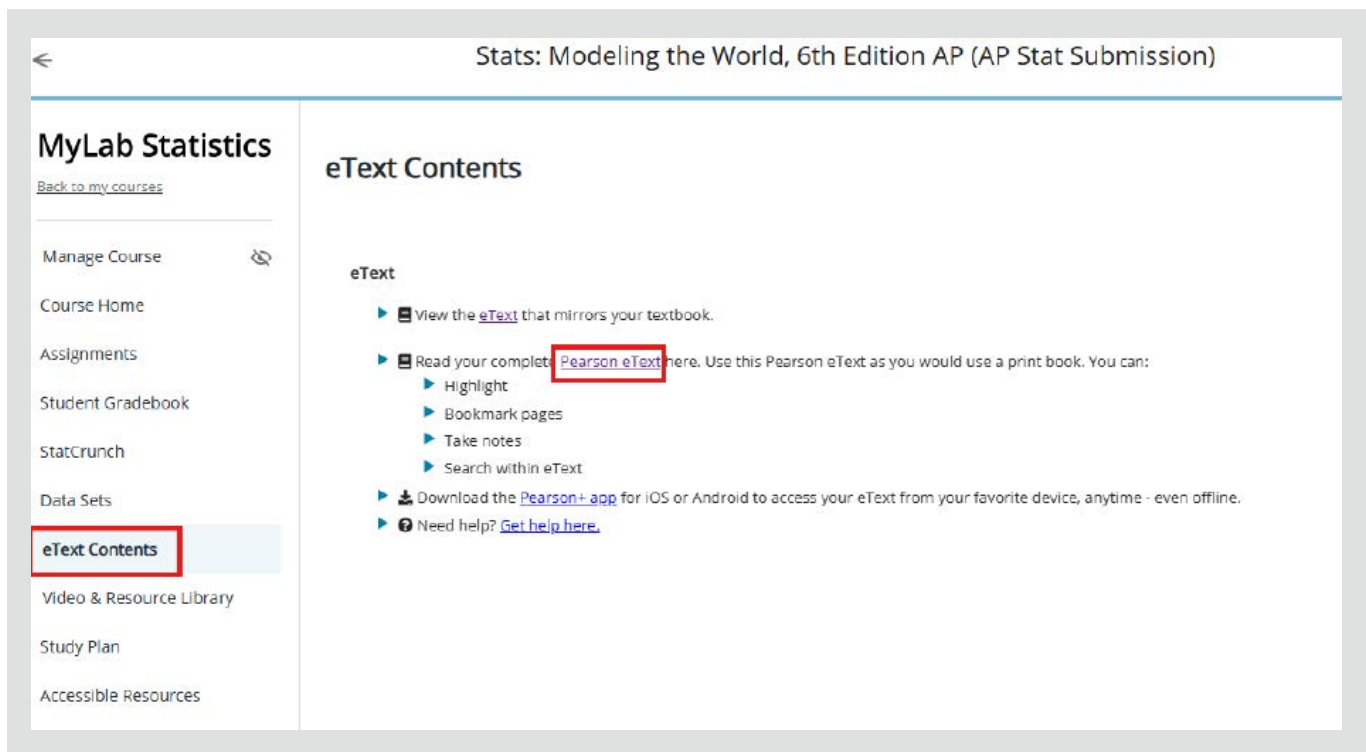
5. If you want to view the eText, choose the link as highlighted below.



The screenshot shows the MyLab Statistics interface. On the left is a navigation menu with the following items: Manage Course, Course Home, Assignments, Student Gradebook, StatCrunch, Data Sets, eText Contents (highlighted with a red box), Video & Resource Library, Study Plan, Accessible Resources, and Instructor Tools. The main content area is titled "eText Contents" and contains a list of instructions under the heading "eText":

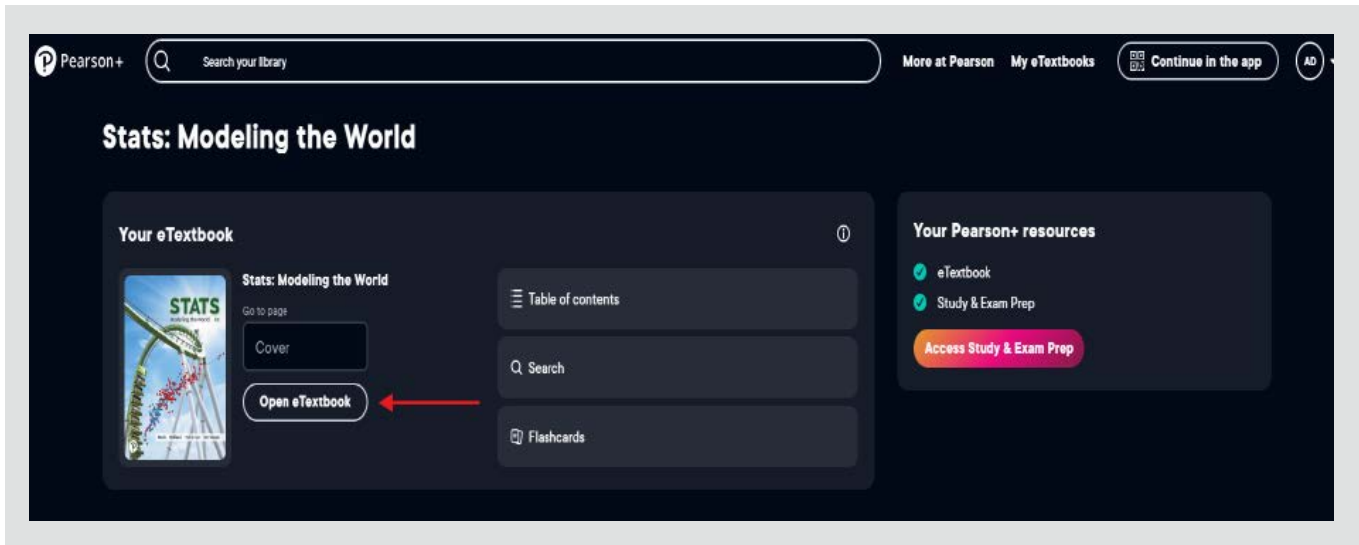
- ▶ View the [eText](#) that mirrors your textbook.
- ▶ Read your complete [Pearson eText](#) here. Use this Pearson eText as you would use a print book. You can:
  - ▶ Highlight
  - ▶ Bookmark pages
  - ▶ Take notes
  - ▶ Search within eText
- ▶ Download the [Pearson+ app](#) for iOS or Android to access your eText from your favorite device, anytime - even offline.
- ▶ Need help? [Get help here.](#)

6. Choose "Pearson etext"



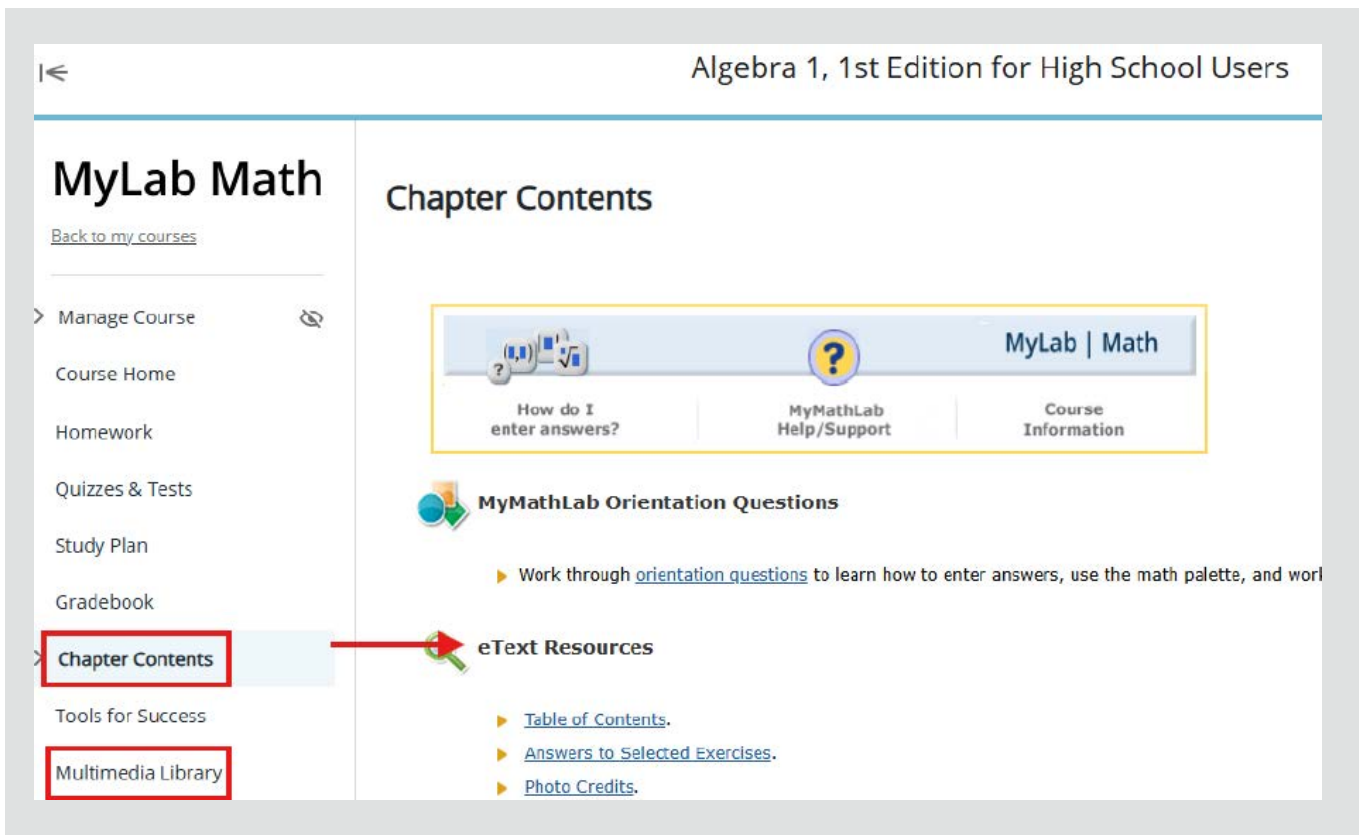
This screenshot is similar to the one above but includes a back arrow in the top left corner and a title bar at the top that reads "Stats: Modeling the World, 6th Edition AP (AP Stat Submission)". The navigation menu on the left is the same, with "eText Contents" highlighted. The main content area is the same, but the text "Pearson eText" in the second instruction is highlighted with a red box.

## 7. Choose "Open eTextbook"



\*\*\*Etext access may vary by title.

Etexts can also be accessed through "Chapter Contents" and "Multimedia Library".




8. Choose a chapter from the navigation bar on the left side of the screen.

The screenshot shows a digital textbook interface. On the left is a navigation bar with a 'Table of contents' section. The table of contents lists the following items:

Item	Page
Table of Contents	vii
Preface	xi
Acknowledgments	xx
Part I: Exploring and Understanding Data	1
Chapter 1: Stats Starts Here	1
Chapter 2: Displaying and Describing Categorical Data	14
Chapter 3: Displaying and Summarizing Quantitative Data	44
Chapter 4: Understanding and Comparing Distributions	85

The main content area shows the start of Chapter 1, 'Stats Starts Here'. It features a large graphic with a line chart and a group of people sitting on the floor. A red box with the number '1' is overlaid on the graphic. Below the graphic, there is a quote from Alice: "But where shall I begin?" asked Alice. "Begin at the beginning," the King said gravely, "and go on till you come to the end: then stop."

9. Click on the Home icon  to access study and exam prep

The screenshot shows the MyLab Statistics interface. The left sidebar contains the following menu items:

- Manage Course
- Course Home
- Assignments
- Student Gradebook
- StatCrunch
- Data Sets
- eText Contents** (highlighted with a red box)
- Video & Resource Library
- Study Plan
- Accessible Resources

The main content area is titled 'eText Contents' and contains the following information:

- View the eText that mirrors your textbook.
- Read your complete **Pearson eText** here. Use this Pearson eText as you would use a print book. You can:
  - Highlight
  - Bookmark pages
  - Take notes
  - Search within eText
- Download the **Pearson+ app** for iOS or Android to access your eText from your favorite device, anytime - even offline.
- Need help? [Get help here.](#)