

# Pearson eCommerce Fact Sheet/FAQ

*Pearson is committed to partnering with a wide range of partners, on-campus and online to distribute courseware in Canada. We also have the capacity to sell to learners directly.*

**This document is intended to outline the direct channels we have with learners.**

## **What is on Pearson's website?**

November 2019, Pearson launched a refreshed website with the following structure:

**Pearson.com homepage:** A new homepage serving as the front door for Pearson. In Canada, you will find links here to all our divisions: K-12, ERPI, Higher Education, Clinical Assessment. This is also where we feature timely updates and announcements such as links to the [Global Learner Survey](#) and [Pearson's Covid-19 Pandemic Response](#).

**Reorganized corporate section:** Providing background and news about our company

**Storefront for learners:** Where customers can purchase products directly from Pearson. This new Learner Store replaces our previous online store: MyPearsonStore.ca, which was originally launched in the early 2000's. Students can shop directly for titles in the search bar at the top of the page, or click "Browse Store" or the "Shop for Higher Education" tile.

## **Why did Pearson re-launch their Learner Store?**

There were several internal and external factors that directed this decision.

**Learner demographics:** Pearson is a global company and required a global storefront that could be accessed by anyone, anywhere in the world.

**Updated technology:** The previous MyPearsonStore.ca was built on aging/out of date technology. The new site takes advantage of modern technologies such as geo-location, cyber security and accessibility considerations, as a few examples.

## **What is sold on Pearson's Learner Store?**

The catalog for sale on the new Learner Store is exactly the same as what was sold previously on MyPearsonStore.ca. Learners will find all sale-able courseware on the site, inclusive of:

### PHYSICAL PRODUCTS

- Print; printed standalone product

- Print Offer; loose leaf version linked to from within MyLab & Mastering
- Learner Supplements -- materials produced to complement/support other products. ex: workbooks, study cards, etc.
- Bundle/Package; a combination of physical products packaged together
- Other; any other physical product that does not fall into the above categories.

#### DIGITAL PRODUCTS

- Pearson eTexts
- VitalSource eBook — a code that a customer redeems at VitalSource.com for 180-days of access to the product
- 3rd Party Digital Access Code (3PAC) — a code that a customer redeems at an external platform for access to a Pearson product. ex: Pearson Career Success accessed at Foliotek

#### NON-TRANSACTABLE PRODUCTS (products found on the site but not transacted there)

- Print Book Rental — book rentals via Chegg.com (US ONLY)
- Instant Access — access to Pearson flagship digital products (Revel, MyLab, Mastering). Site links to registration/purchase path for that product.

#### **Does Pearson offer a discount on the Learner Store?**

It is not our intention to discount widely on our website. Currently you will find all Canadian product listed at our suggested list price.

Pearson US may employ discount strategies on their product (US originated materials) that will automatically flow through to the Canadian storefront.

In the future, we may employ discounts to stay competitive with other online retailers, run pilots and other strategies in the interest of our business.

We will make every effort to keep our channel partners informed of these initiatives as they evolve.

#### **Does Pearson sell access to Digital Platforms directly to Learners also?**

Yes. Learners have the option to purchase access to our Digital Platforms (Revel, MyLab, Mastering and Pearson eText) as part of the registration process if they do not already have an access code.

Revel registration link: <https://www.pearsonhighered.com/revel/students/registration/>

MyLab/Mastering registration link:

<https://www.pearsonmylabandmastering.com/northamerica/students/get-registered/index.html>

Pearson eText registration link: [https://www.pearson.com/us/higher-](https://www.pearson.com/us/higher-education/products-services-teaching/course-content/textbooks-and-etexts/pearson-etext/student-registration.html)

[education/products-services-teaching/course-content/textbooks-and-etexts/pearson-etext/student-registration.html](https://www.pearson.com/us/higher-education/products-services-teaching/course-content/textbooks-and-etexts/pearson-etext/student-registration.html)

Our registration pages also offer students the option of signing up for 14 day temporary access, which can provide a free trial for students considering the purchase (where instructors have not made the online resource mandatory), or added time for students waiting for financial assistance. Students can choose to purchase access from the bookstore or directly from the site any time within those 14 days, and all of their assignments and progress will carry over to their paid course subscription.

Pearson remains dedicated to supporting & equipping our bookseller community for on-campus purchases, while also continuing to offer students the opportunity to purchase direct access.