

CalPoly Pomona Instant Access

Congratulations! Your course is part of the *Instant Access program* which means you will have access on the first day of school! The *Instant Access program* delivers all required course materials as part of your tuition or fees. If you are participating in this program, **you do not need to buy course materials as they will be provided to you.** You get the required digital resources **automatically uploaded to your Blackboard account**, so you can get started on assignments faster and hassle-free. You are now prepared to excel and can feel confident that you have been provided the most competitive pricing available, **auto-added to your tuition and fees bill.**

IBM 3012



REQUIRED TEXT: *2019 MyLab Marketing with Pearson eText for Principles of Marketing, 17e*

Registration Instructions

(Use the code provided: DO NOT PURCHASE OR JOIN THE TRIAL PERIOD!)

Enter Your Blackboard Course:

1. Sign in to Blackboard and navigate to the **CPP Instant Access eBook** link from the navigation area on the left-hand side of your course.
Please note, this may be in a different location based on your instructor's preference.
2. This will open your Launch dashboard where you can opt-out of the material if you are within the opt-out deadline, or engage with your course materials.

Click the **Reveal Access Code** button to open the drawer on the right-hand side, where you can copy your access code, and access your redemption URL through the **More Info** field.

- The first time a student launches one of their digital materials, you will see a sign-on page. You can choose to create or log in to a VitalSource Bookshelf account, or continue to your digital material without registering for an account.
- You will only see this screen the very first time you launch. After that, VitalSource will remember your decision and take you straight to VitalSource Bookshelf.
- Access codes will be both emailed and available to students through VitalSource Launch in Blackboard. Opting out of the material prevents the student from being billed the material, and will result in the access code being considered **Inactive**.

Get Access to Your Pearson Course Content:

1. Enter your Pearson account **username** and **password** to **Link Accounts**.

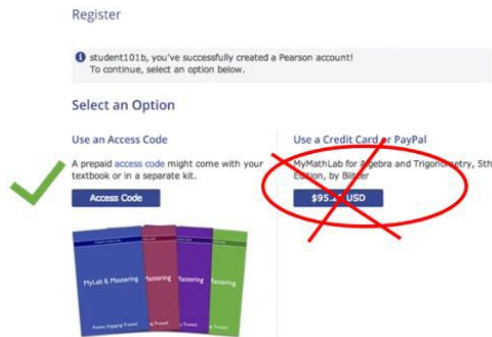
You have an account if you have ever used a Pearson MyLab & Mastering product, such as MyMathLab, MyITLab, MySpanishLab, MasteringBiology or MasteringPhysics.

- If you don't have a Pearson account, select **Create** and follow the instructions.
-It is highly recommended that you use your CPP email-

2. When your accounts are linked, select the option to enter an access code.

DO NOT PURCHASE OR JOIN THE TRIAL PERIOD!

ENTER THE CODE PROVIDED BY VITALSOURCE



3. From the "You're Done" page, select **Go to My Courses**.

Need help? For help with your Pearson Courseware with Blackboard, go to:

<https://support.pearson.com/getsupport/s/>

If you do not wish to participate in the program you have until **June 3** to "Opt Out". If you "Opt Out" of receiving and paying for your materials via this program, you will be responsible for obtaining those on your own. These are required materials for the course.