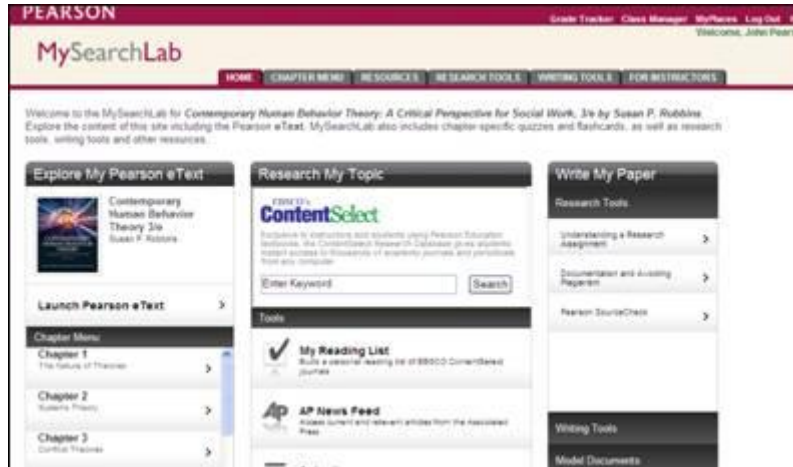


MySearchLab with eText Marketing Manager Brief User's Guide



With over half of all our texts coming out with MySearchLab with eTexts, we'll all be demoing this new Lab . . . a lot!

And, make sure you create VPs for all books with MySearchLab with eText (see end of email for VP ISBN).

And, remember that MSLab w/eText is part of the Making the Grade and Quick Review programs.

Below is information on:

- Logging in
- Demoing
- Setting up Valuepacks
- Registering Professors
- Tools on Neo

Logging in:

Want to see **just** a list of the MySearchLab with eText (and the generic MySearchLab)?

- Go to: www.mysearchlab.com
- Log in under Educators with **username:** pearsonsearch; **password:** 1pearson (in the near future we plan to break out by discipline)

In the left column under *Your Courses and Products* you will see all live MySearchLabs.

Demoing:

IMPORTANT NOTE: If you have not already done so, you will need to 'play' with your MySearchLab with eText. The resources and what's in the chapter menu differs among the disciplines.

You'll find your own best way to demo, but you may want to start here:

I first explain that MSLab w/eText has a wealth of resources, including a complete etext, discipline specific resources, and outstanding research and writing tools for helping students with their papers. Plus there's a Gradebook to help instructors and students monitor results.

Then I walk them through the Lab in this order:

1. **eText** – show that it looks just like the printed text, demo highlighting, note-taking, etc.
2. **Resources Tab** (Go to Resources tab at top, 3rd in): This is where you will find the discipline-specific resources. I start here because that's what my professors are most interested in. I show them the list of resources and demo 2 or 3 that I think are the best.
3. **Chapter Menu** – go back to the Home page and walk through a chapter. What's there will be different depending upon the discipline. In social work, I show them the Learning Objectives, Flashcards, Chapter Exam (or quiz) and show how we have correlated the appropriate discipline specific resources (that I just showed) to the appropriate chapter, and explain how easy that makes using the lab.
4. **Research and Writing Tools** – If you want to just explain what's offered, here's what you could say: "These resources help students hone their skills and produce more effective papers and provide access to a variety of academic journals, census data, Associated Press newsfeeds, and discipline-specific readings. And a wide range of writing and grammar tools are offered including Grammar & Editing FAQs and writing samples and models." For detailed walk-through instructions, see *** *Detailed walk-through of Research and Writing Tools*, below.
5. **Gradebook** – provides automated grading of quizzes and helps both instructors and students monitor their results throughout the course.
6. **For Instructors** – check out what your discipline has; social work has all the instructor supplements for that book here.

***** Detailed walk-through of Research and Writing Tools:**

This section has been significantly upgraded from the generic version with user-tested content from MyCompLab.

This applies to the generic MySearchLab as well.

You can also get to these sections from the tabs at the top.

Research My Topic (middle column)

- EBSCO ContentSelect Database – enter key word - searches through thousands of academic journals and periodicals.

- AP News Feed where they can access articles from Associated Press (or other source, depending upon discipline)
- Autocite that helps them create APA, MLA or CMS bibliography

Write My Paper (right hand column)

Under RESEARCH TOOLS:

- Understanding a Research Assignment – includes information on finding a topic, creating effective notes, an audio lesson: Finding a Research Paper
- Documentation and Avoiding Plagiarism – with guidelines for both APA and MLA style
- Pearson Source Check - helps instructors monitor originality and encourages students to accurately document and cite their sources. Up to 10 sources can be checked per student.

Under WRITING TOOLS:

- The General Writing Process includes – Getting Started/Prewriting Strategies; Thinking about purpose and audience; and Writing interesting sentences.
- Writing the Research Paper includes – Drafting a Paper in an academic style; Writing the introduction of the paper; writing the conclusion of the paper; formatting the paper; revising and proofreading; and more.
- Writing Samples and Models includes – Writing samples (including a research paper, personal essay, business letter, resume, email, and more) and Model documents from business, history, science, literature, and sociology.
- Grammar and Editing FAQs includes – Grammar, writing style, commas, other punctuation and commonly confused and misused words.
- Helpful Weblinks – offers links to sites for writing, grammar, style, punctuation & usage, and research & documentation.

Setting up Value Packs:

Please make sure your assistants use this ISBN when setting up VPs:
0205239927 – MySearchLab with Pearson eText – Valuepack Access Card

Registering Professors

MySearchLab with eText:

www.mylabswork.com/registernow

- Go to your discipline
- Register using YOUR **BOM CODE #2**

MySearchLab (generic):

- Go to the IRC
- Under "New Users, request access" select "already have an access code? Redeem it here!"
- Fill out the SMS fields using **BOM CODE#1**

Tools on Neo:

- Cut and paste email – MySearchLab with eText
- Cut and paste email – MySearchLab (generic)
- Quick review
- Coming soon – MySearchLab with eText Sales Kit