

Student Registration Instructions

To register for **Principles of Marketing**:

1. Go to <https://mlm.pearson.com/enrollment/devorahgoldberg36794>
2. Sign in with your Pearson student account or create your account.
For Instructors creating a Student account, do not use your instructor credentials.
3. Select any available access option, if asked.
 - » Enter a prepaid access code that came with your textbook or from the bookstore.
 - » Buy instant access using a credit card or PayPal.
 - » Select **Get temporary access without payment**.
4. Select **Go to my course**.
5. Select **Principles of Marketing** from My Courses.

If you contact Pearson Support, give them the course ID: devorahgoldberg36794

To sign in later:

1. Go to <https://mlm.pearson.com>
2. Sign in with the same Pearson account you used before.
3. Select **Principles of Marketing** from My Courses.