



Because learning changes everything.®

The Student Guide to Using Connect®

We'll walk you through the basics and show you how to navigate, complete assignments and access reports on Connect.





McGraw Hill Connect is our digital assignment and assessment platform that helps students (that's you!) better connect with your coursework and instructors, ultimately setting you up for future success.

Through Connect, you'll be able to manage and submit assignments online and access engaging course-specific resources.

Getting Started

Optimizing your Computer

McGraw Hill cares about your learning experience and we want to make sure Connect and SmartBook will run smoothly on your device.

After you've logged into Connect, make sure your computer is optimized to run the program by visiting:

connect.mheducation.com/connect/troubleshoot.do

Trouble logging in?

Luckily, remembering your email and password doesn't count toward your grade. If you're experiencing trouble accessing Connect, ask yourself these questions:

- **Am I using the same email address I used when I registered?** If you forget which email you're using, contact our support team for help: www.mheducation.ca/support-contact
- **Did I forget my cryptic password?** If so, click on the **Forgot Password** link at your instructor's Connect course web address and follow the prompts to reset it

Once you regain access to Connect, you can update your account info by navigating to your account at the top left corner of the menu.

Navigating Connect

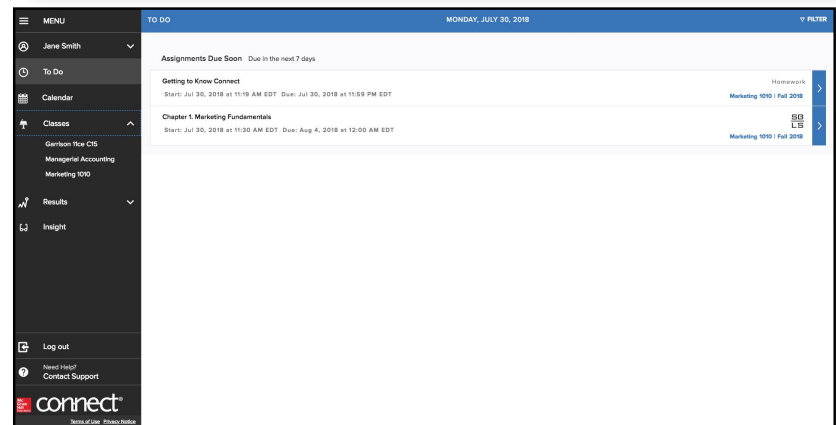
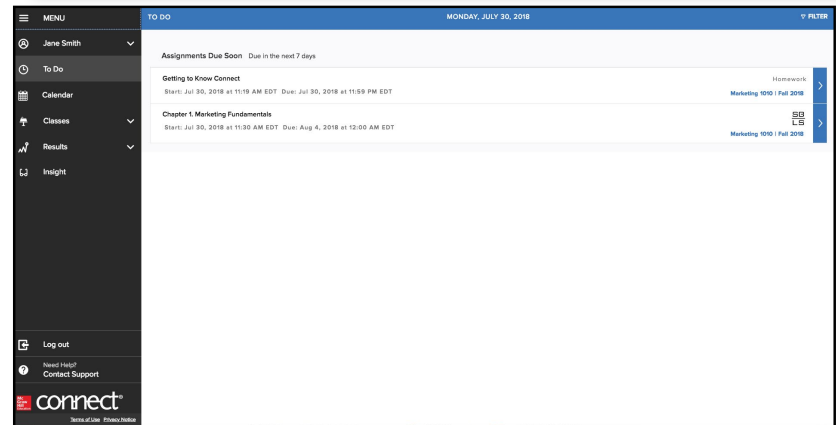
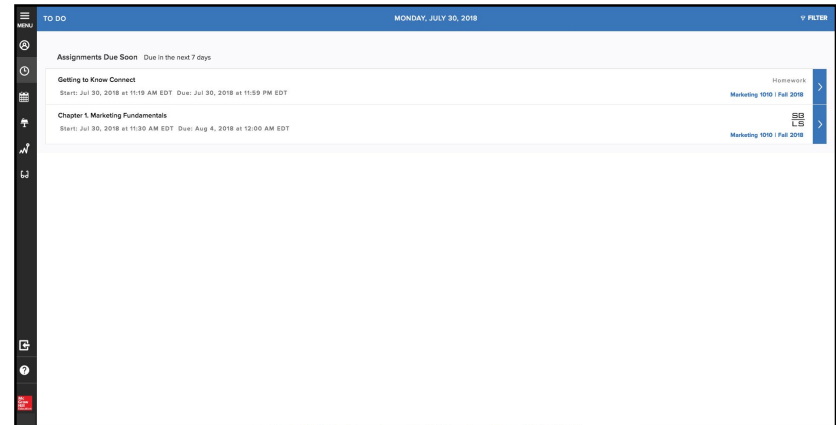
To Do

When you first log in to Connect, you will arrive at the To Do page. This page provides you with a snapshot of upcoming assignments for all of your Connect courses, with the most urgent at the top of the list. Connect helps you organize your study time so you can tackle the assignments that need attention first.

The navigation on the left of this page is always available through Connect:

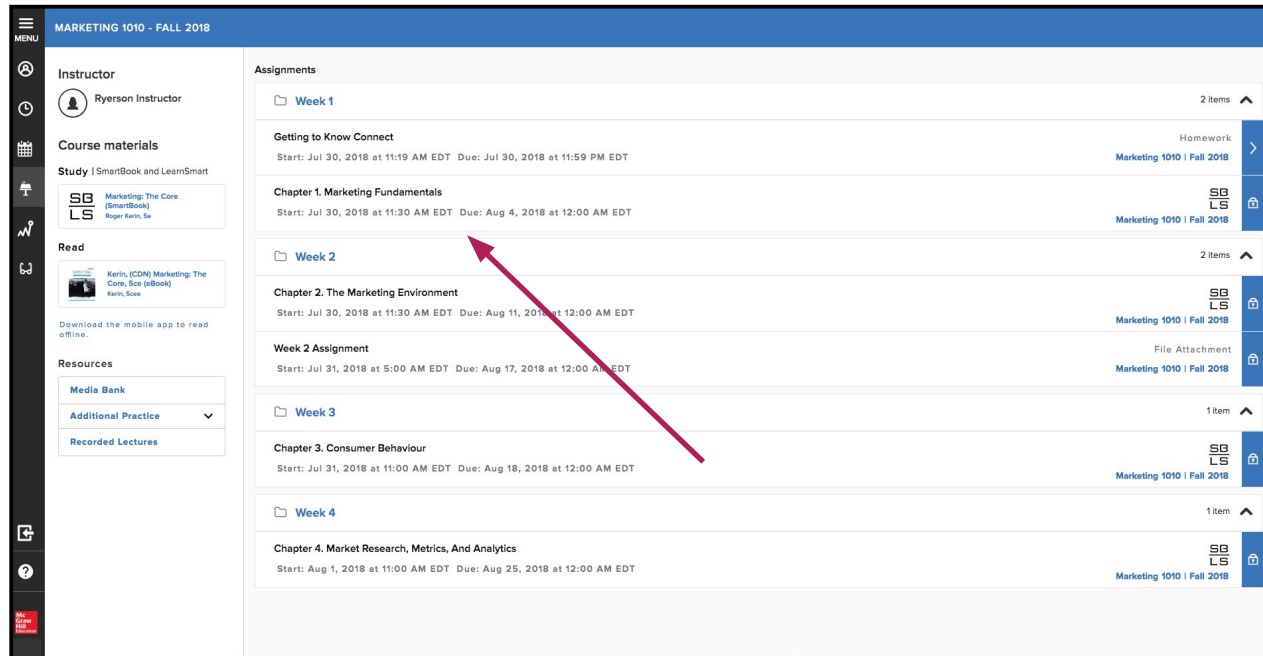
- **My Account** – see your McGraw Hill account details
- **To Do** – see upcoming assignments
- **Calendar** – view assignment due dates by day, week or month
- **Classes** – access all Connect courses you are enrolled in
- **Results** – view status of assignments, progress and results
- **Insight** – visual display of how you are progressing in your course
- **Log out** – log out of Connect
- **Contact Support** - access the Connect online help documentation

To access an individual course, click on the section name underneath the Classes menu link.



Course Section Home Page

The course section home page takes you into one specific course. From this view, you can see all assignments for the course and their due dates.



You'll also see information about your instructor, view any files he or she has uploaded, and be able to access your course eBook if available.

Media Bank

Within your course home page, you'll see Media Bank on the left-hand side. Here, you will find the Student Resources that are available with your course, which may include additional resources, cases, videos and other multimedia.

You'll also have the option to order a loose-leaf print copy of your textbook at an additional cost.



Assignments



Active assignments are those that have been assigned by your instructor. Assignments can be inactive for a variety of reasons:

- The assignment is past due
- The assignment has a future start date
- You have used up all your available attempts
- If your instructor has set a time limit, it may have run out

You will find a list of the assignments given to you by your instructor on your Course Section Home Page.

Assignments that are not yet available will be indicated with a lock icon. Any assignments with an arrow are available to be completed. When you click on an assignment, the right side of the screen displays the assignment details, including start and end date, point value, number of attempts allowed and more.

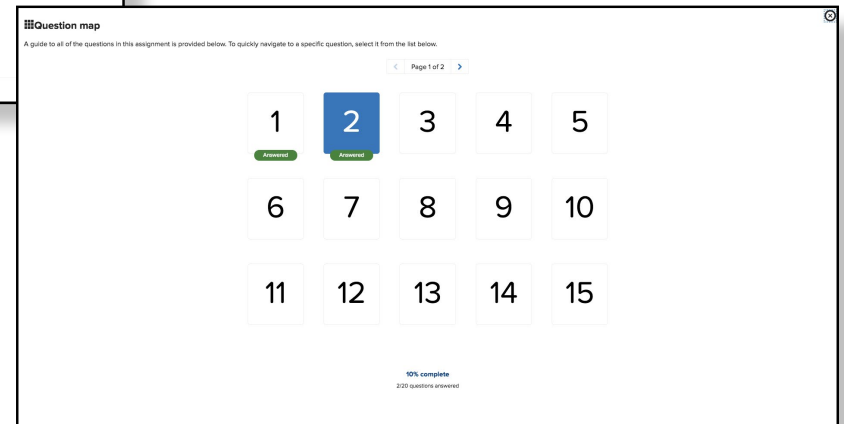
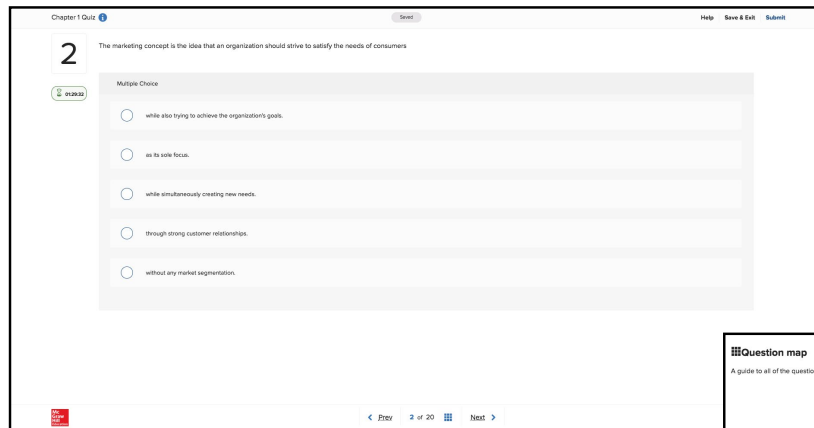
The screenshot displays the McGraw Hill Connect interface for a course titled 'MARKETING 1010 - FALL 2018'. The interface is divided into several sections:

- Left Sidebar:** Contains navigation options such as 'MENU', 'Instructor' (Ryerson Instructor), 'Course materials', 'Study | SmartBook and LearnSmart', 'Read', 'Resources', 'Media Bank', 'Additional Practice', and 'Recorded Lectures'.
- Assignments List:** A central panel showing a list of assignments organized by week:
 - Week 1:** 'Getting to Know Connect' (Start: Jul 30, 2018 at 11:19 AM EDT, Due: Jul 30, 2018 at 11:59 PM EDT)
 - Chapter 1. Marketing Fundamentals** (Start: Jul 30, 2018 at 11:30 AM EDT, Due: Aug 4, 2018 at 12:00 AM EDT)
 - Week 2:** 'Chapter 2. The Marketing Environment' (Start: Jul 30, 2018 at 11:30 AM EDT, Due: Aug 11, 2018 at 12:00 AM EDT) and 'Week 2 Assignment' (Start: Jul 31, 2018 at 5:00 AM EDT, Due: Aug 17, 2018 at 12:00 AM EDT)
 - Week 3:** 'Chapter 3. Consumer Behaviour' (Start: Jul 31, 2018 at 11:00 AM EDT, Due: Aug 18, 2018 at 12:00 AM EDT)
 - Week 4:** (Empty)
- Right Panel:** A detailed view of the 'Getting to Know Connect' assignment, showing 'Homework' type, 'Assignment details' (Start date: Jul 30, 2018 at 11:19 AM EDT, Due date: Jul 30, 2018 at 11:59 PM EDT), and 'Attempts' (Unlimited attempts, 50 points possible). A blue 'Begin' button is visible at the bottom.

A red arrow points from the right side of the page towards the 'Getting to Know Connect' assignment details panel.

Taking an Assignment

Once you've launched an assignment, there are several features to help navigate your way through it. Use the Prev/Next buttons to advance through the questions or use the Question Map at the bottom of the screen to quickly jump to a particular assignment question.

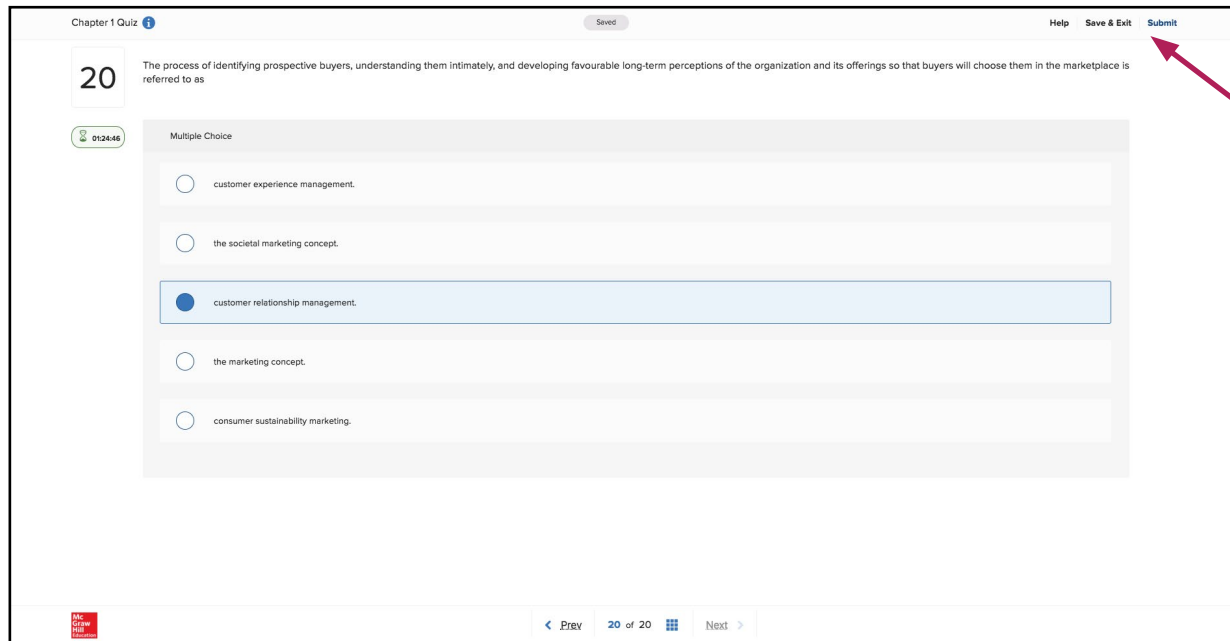


Do not use the back and forward buttons on your web browser to navigate – you could lose some of your work.

Save & Exit vs. Submit Assignment

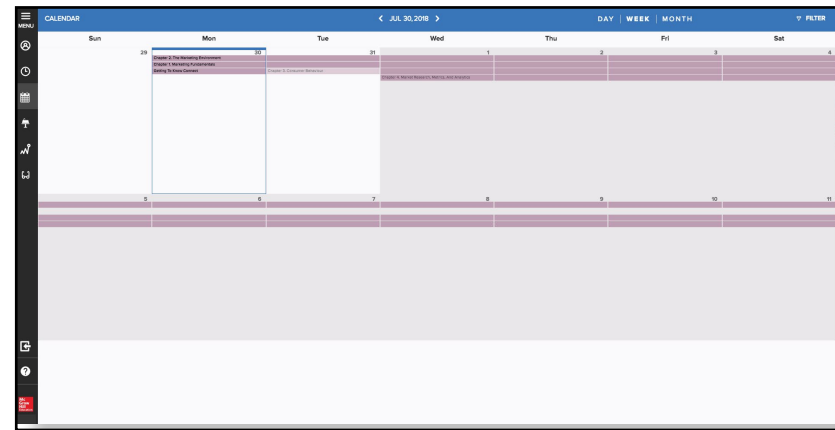
If you can't finish your assignment in one sitting, use the **Save & Exit button**. Your work is saved and will not count as an attempt until you click the **Submit Assignment button**. However, if your assignment is timed, using the **Save & Exit button** will not pause the timer; you must finish the assignment within the allotted time frame.

Once you are happy with your work, click the **Submit Assignment button** to have your assignment graded.



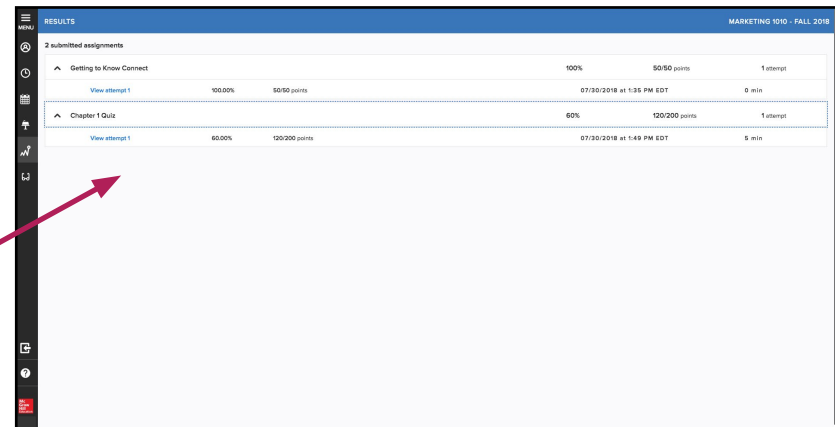
Calendar

The calendar offers an alternative view of assignments, allowing you to plan your study schedule around due dates in multiple Connect courses. You can view the calendar by day, week, or month. Colour coding and assignment icons help prioritize your work. The calendar view can also be filtered by class to view assignments for a single course or all your courses at once.



Results

Under the Results tab in the main menu, click on a course to view all completed assignments for that class. Once you have submitted an assignment, your available results will be shown in this tab. Here, you can access details for each assignment attempt by clicking the link below the assignment title.



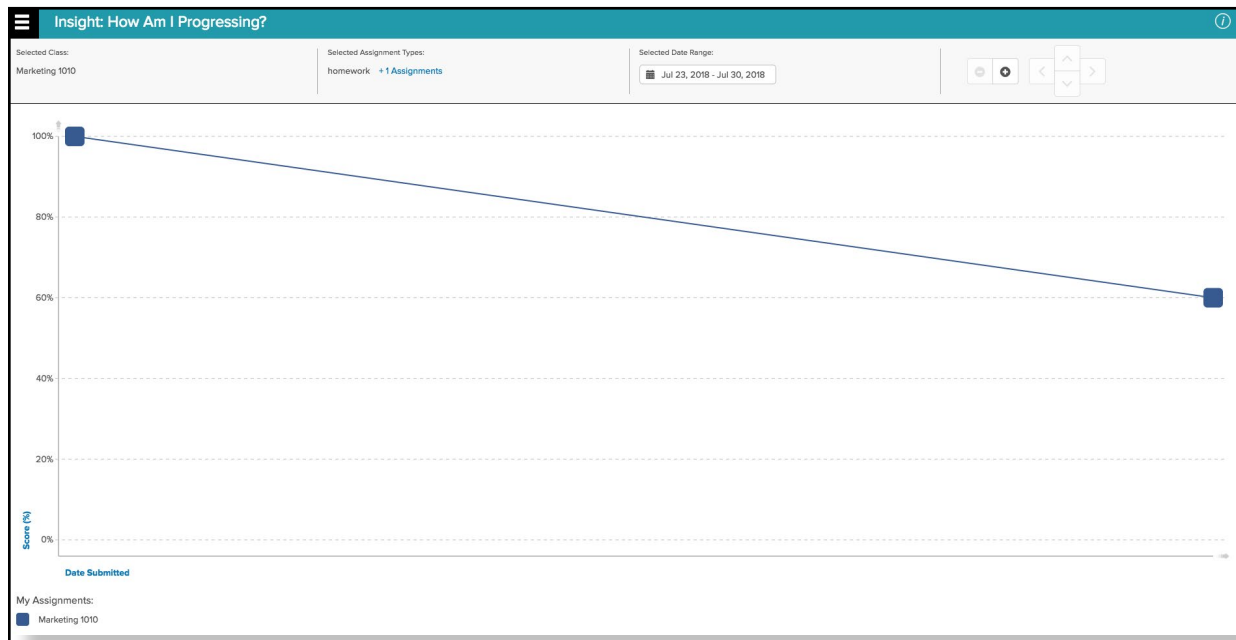
NOTE: Scores/feedback will only be available after an assignment is submitted and based on the instructor's assignment policies.

Insight™

Connect Insight™ reports allow you to quickly assess your progress within a course, with visual data providing at-a-glance information about how you are performing. You can easily switch between Connect courses to view your results for that course, or filter by assignment type and date range to customize your view.

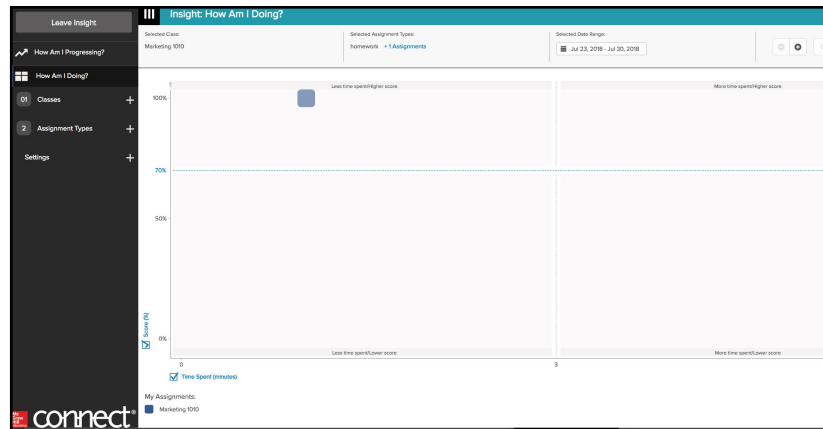
How am I Progressing?

This view displays your completed assignments for an overall look at how your scores stack up over the duration of your course.

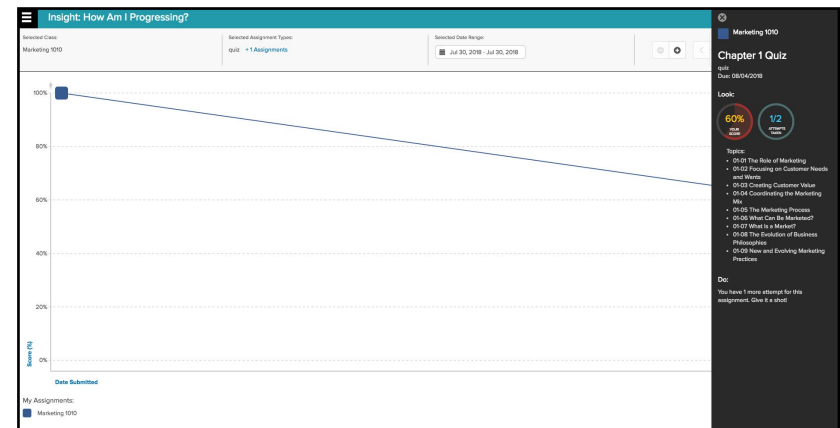


How am I Doing?

This view offers a snapshot of all your assignments, across all courses in a quadrant graph that compares scores vs. time spent on assignment. Data can be filtered by time spent or score to see how your study time in Connect impacts results.



Click on any assignment to see details on your exact score and the time spent. Check out the “Do” section, which gives you suggestions on improving your performance.



Which Version of SmartBook do I have?

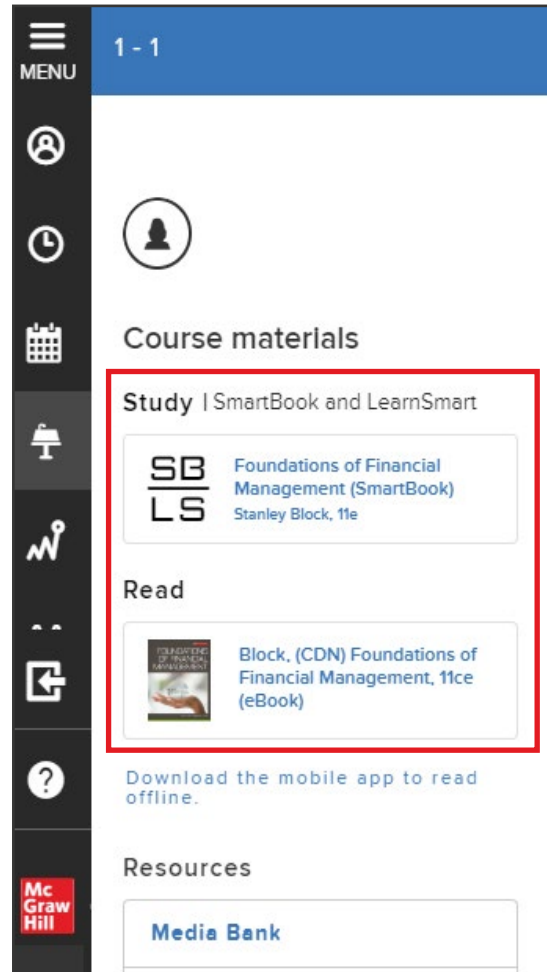
There are two versions of SmartBook depending on the Connect product your instructor has chosen to use in this course.

- **SmartBook** will show two eBook options under course materials.
- **SmartBook 2.0** will have one eBook option under course materials.

Both versions allow you to download the ReadAnywhere mobile app to read offline.

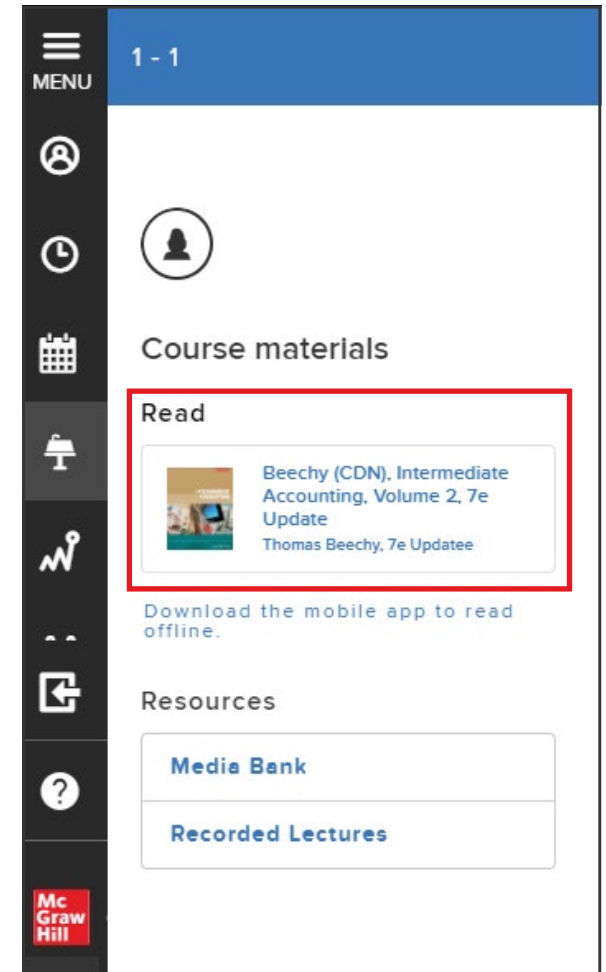
Click "Learn More" below each image to explore your version of SmartBook.

SmartBook



[Learn More](#)

SmartBook 2.0



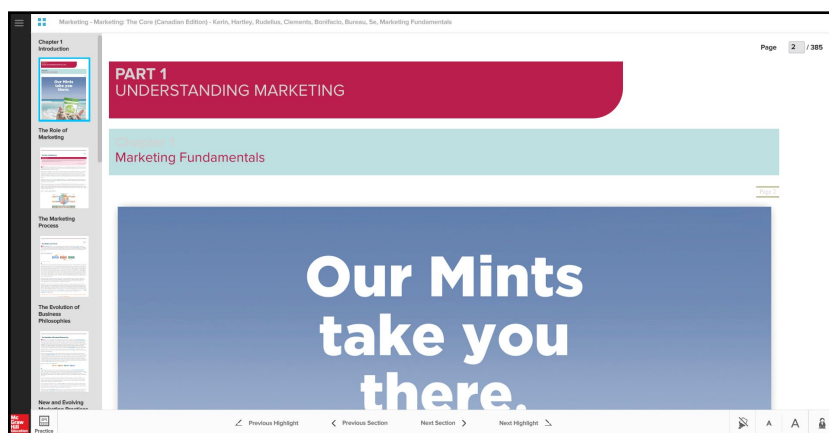
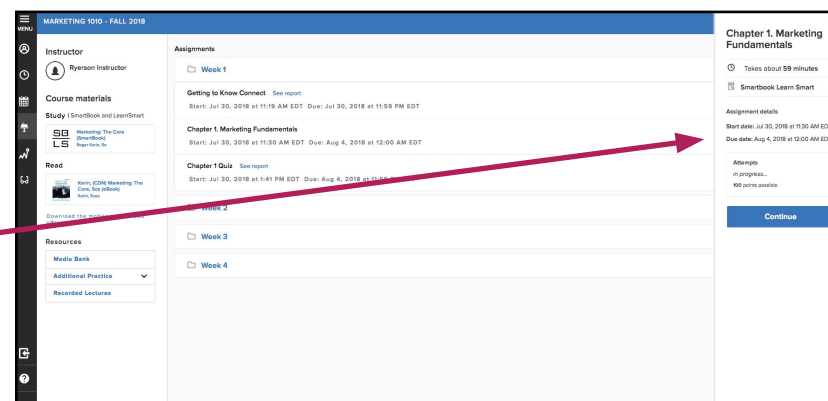
[Learn More](#)



SMARTBOOK is a digital copy of your course textbook, except smarter. Using adaptive learning technology, SmartBook is able to tailor the content of the text to suit your specific learning needs. For every minute you study, it helps make that minute the most high impact and productive sixty seconds as possible. Let's be honest: when studying, we don't have time to waste!

Let's take a closer look at SmartBook

To access SmartBook, login to Connect and proceed to your course. Next, click on the LearnSmart adaptive assignment within your Connect course's homepage. A sidebar will load on the right-hand side of your screen with details of the LearnSmart assignment. **Click Continue** to load SmartBook and start your assignment.



When SmartBook loads, you will be directed to the section that has been assigned by your instructor.



Wondering what the difference is between LearnSmart and SmartBook? Think of it like this: LearnSmart is the brains of SmartBook – the adaptive learning technology that makes your experience in SmartBook unique to your learning needs.

Table of Contents

SmartBook's table of contents is exactly what it sounds like — the table of contents for the reading material. You can click on each chapter or unit to easily find what you need to study for class. After selecting the correct chapter, you will be taken to the content to read.

| Chapter/Section | Study Type |
|--|------------|
| 1 Marketing Fundamentals | Self Study |
| 2 The Marketing Environment | Self Study |
| 3 Consumer Behaviour | Self Study |
| 4 Market Research, Metrics, And Analytics | Self Study |
| 5 B2B Marketing | Self Study |
| 6 Segmentation, Targeting, and Positioning | Self Study |
| 7 Products and Brands | Self Study |
| 8 New Product Development | Self Study |
| 9 Pricing | Self Study |
| 10 Marketing Channels and Supply Chain | Self Study |
| 11 Retailing and Wholesaleing | Self Study |
| 12 Marketing Communications | Self Study |
| 13 Digital Marketing Communications | Self Study |
| 14 Customer Relationship Management | Self Study |
| 15 Strategic Marketing Planning | Self Study |
| A Appendix A: Building an Effective Marketing Plan | Reading |

Read

In the Read Stage, you will be brought to the actual content you are required to read for class. When the content opens, the chapter outline will open automatically and the SmartBook version of the textbook will be on the right. To close the table of contents, click the icon in the top left corner. This will open a full-page view of SmartBook's adaptive reading experience, allowing you to dive right into the content.

MARKETING TIP

LO 1 The PUR Gum vignette illustrates the link between business success and carefully designed product, pricing, distribution, and promotional strategies that meet consumer needs, trends, and expectations. Brands need to be differentiated and marketers are challenged to stay current to ensure that their strategies and messages resonate with customers.

Often students believe marketing only consists of television commercials and advertising. In fact, marketers' ultimate objectives are to drive profits for a company, or if working in the non-profit sector, to generate revenue and support to fund programs and run operations. Only one aspect of marketing revolves around promotion, with all other elements—including product, price, and place—required to maximize profitability or generate revenue. Marketing is responsible for a large portion of organizational expenses and, conversely, its revenue. Because of this, marketers also need to be financially savvy, be able to create realistic forecasts, dissect a profit and loss statement, and discuss return on investment (ROI) strategies.

Marketing plays an integral function in any business. Figure 1-1 illustrates how a marketing department interacts with other departments in an organization and with society, as well as the impact that external environmental forces can have on marketing strategies. Marketing is intertwined with both internal and external stakeholders.

Within an organization, marketing needs to work cooperatively with other functional areas. Research and development is a main contributor to new product development. Manufacturing produces a company's products, ensuring quality and cost efficiency. Finance monitors sales and costs. Information systems coordinates e-commerce and digital marketing technologies. Human resources ensures that qualified and innovative people are filling roles within the organization. The success of an organization is dependent upon each of these functions cooperating and working collaboratively toward a common vision.

Figure 1-1 The role of the marketing function

The Organization and Its Departments

Society

Society

Chapter 1 Introduction

The Role of Marketing

The Marketing Process

The Evolution of Business Philosophies

New and Evolving Practices

MARKETING TIP

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Figure 1-1 The role of the marketing function

The Organization and Its Departments

Society

Society

Other organizations

Alliances

Research and development departments

Product research departments

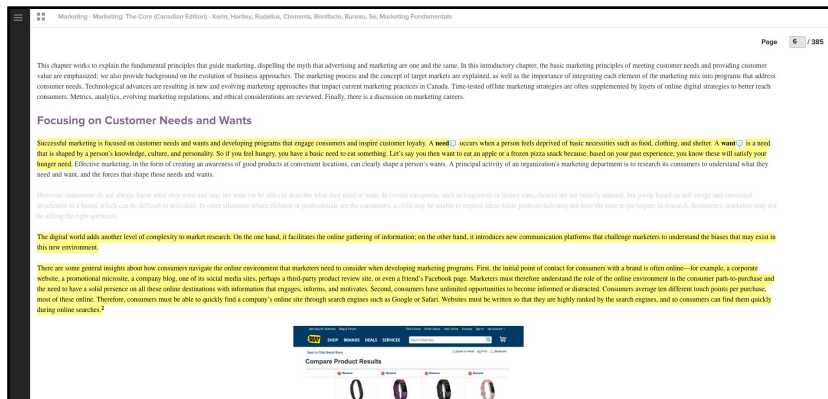
Operations (selling)

Previous Highlight

Previous Section

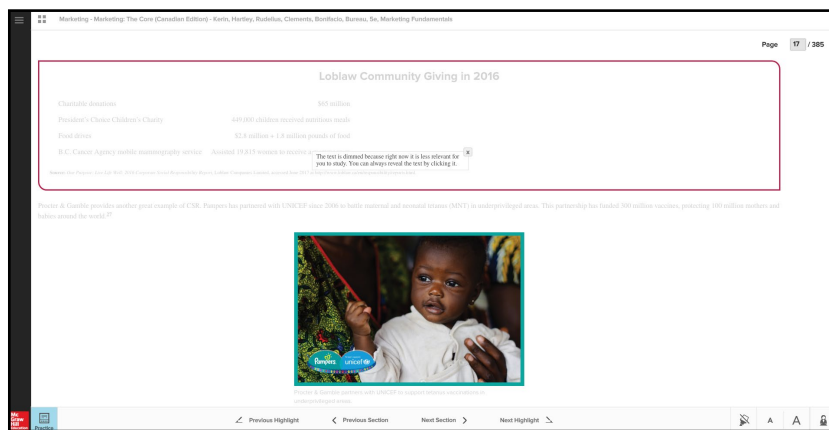
Next Section

Next Highlight



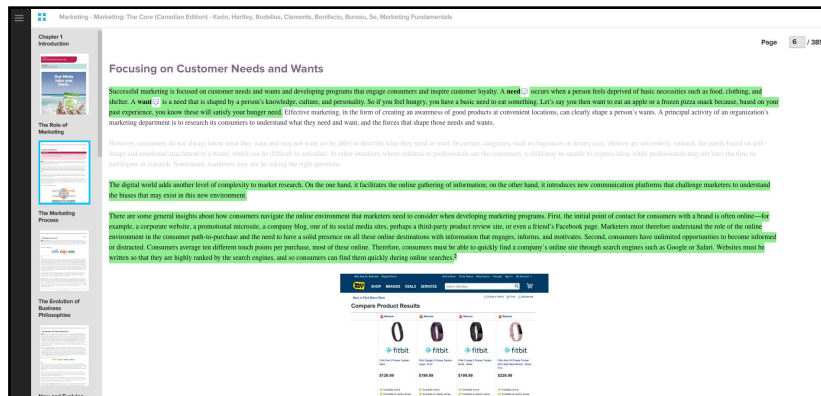
Text Highlighting in the Read Phase

During the Read Stage, SmartBook creates a dynamic reading experience where the most important learning objectives for the chapter have already been highlighted in yellow. As you progress through the Read & Practice stages of SmartBook, the highlights will adapt to you. As you learn and master the material, the highlights will turn green. The areas that you need to spend more time will remain yellow and the material that is less relevant at that time will be dimmed. These highlights help you to prioritize your study time to ensure you're being super-efficient.



Let's take a closer look at how this happens

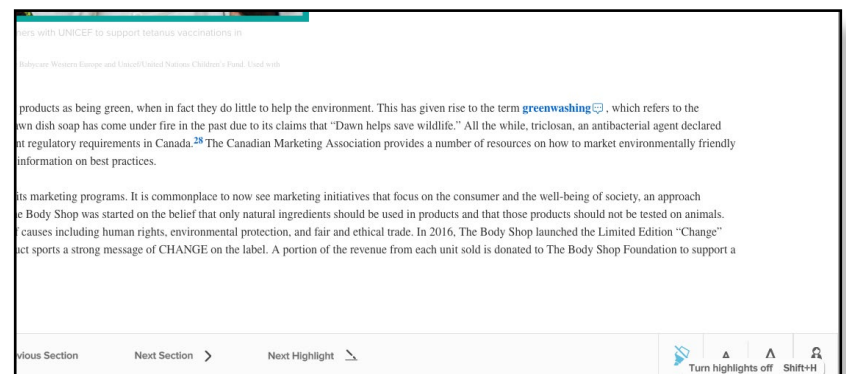
While reading for the first time in SmartBook, you will notice text highlighted in yellow. This is the most important information that you should be studying. Additionally, SmartBook identifies the less relevant content by dimming the text. The dimmed text will help you quickly and efficiently prioritize the most important content.



Lastly, as you progress through the Read and Practice Stages, SmartBook will adapt the reading experience to reflect the content you have mastered and where you need to spend more time. Once you have mastered chapter learning objectives, SmartBook will adapt and highlight the mastered content in green.

If you don't like the highlighting, you can always turn it off by clicking the icon in the bottom right corner of your screen.

REMEMBER – the adaptive highlighting is designed to adapt to your learning needs and helps to ensure every minute you spend studying is super-efficient.



Practice Stage

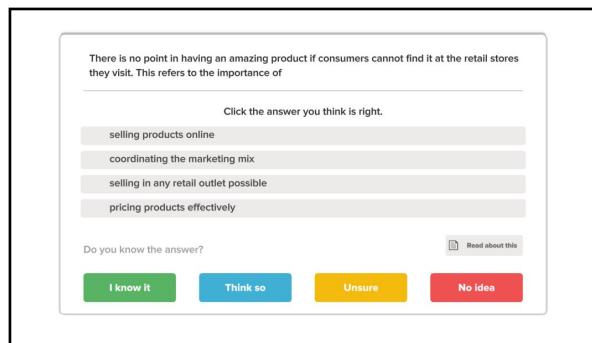
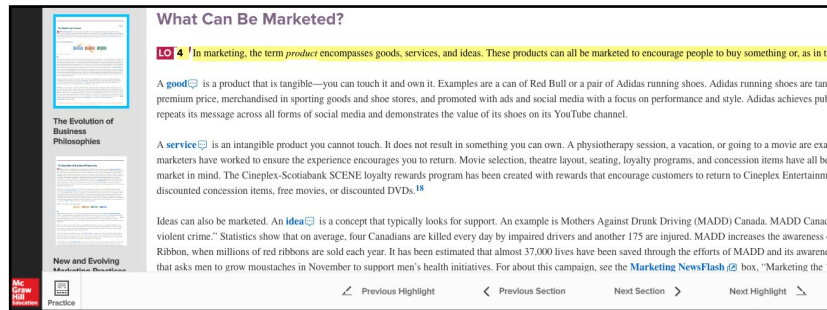
Based on what you read in the Read Stage, SmartBook will present questions that will help you master the content and identify areas where you are struggling. This helps to transform what you've read from short-term memory to long-term memory.

Let's take a closer look at how this happens

While you're reading, SmartBook will automatically determine the best time to start practicing the content you've read. In the bottom left corner, the Practice button will begin flashing blue, letting you know you it's time to practice the material you are reading. Just click the flashing blue icon to enter the Practice Stage.

After you click the flashing blue icon, the Practice Stage will open and SmartBook will present your first practice question. You'll notice that SmartBook will ask you how confident you are in your answers.

It's extremely important that you answer all parts of these questions honestly. This helps SmartBook's algorithm learn what you know, what you don't know and how confident you are in your answers. All of these factors and more help SmartBook tailor the learning experience to your unique needs – helping you achieve better results in less time.



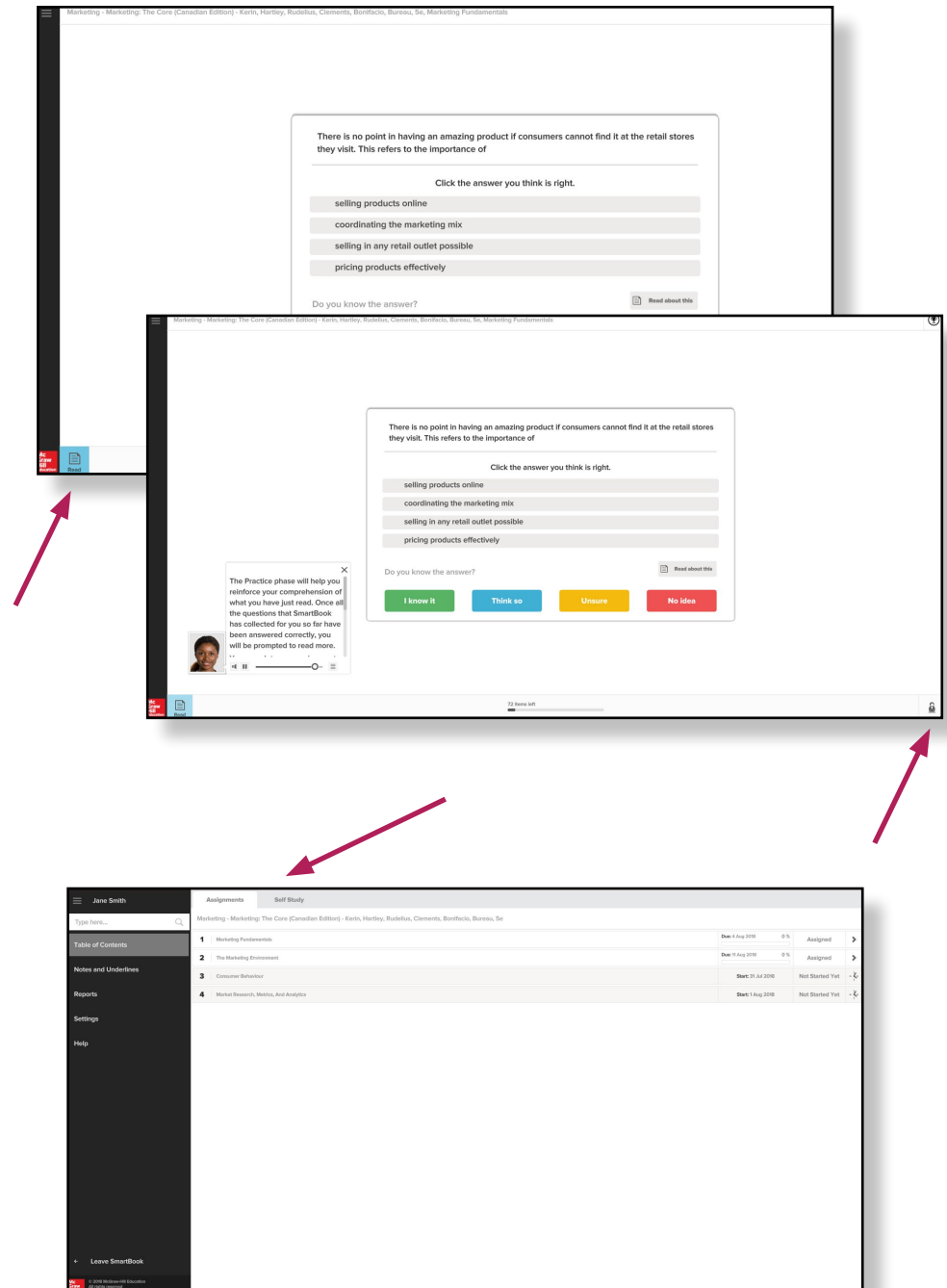
SmartBook will continue to ask you questions until you've demonstrated mastery of the learning objective. However, if SmartBook learns from your answers that you're struggling with certain topics, you will be prompted to jump back into the Read Stage to learn more by the flashing blue Read icon in the bottom left corner.

REMEMBER: *SmartBook will adapt the reading experience based on your mastery of the learning objectives.*

If at any point you need help deciding what to do next, click the coach icon in the bottom right corner to get helpful advice.

Assignments

You can access any assignments your instructor has created on the assignments tab on the Table of Contents page. On this page, you can see any assignments you are working on or those that have been completed.



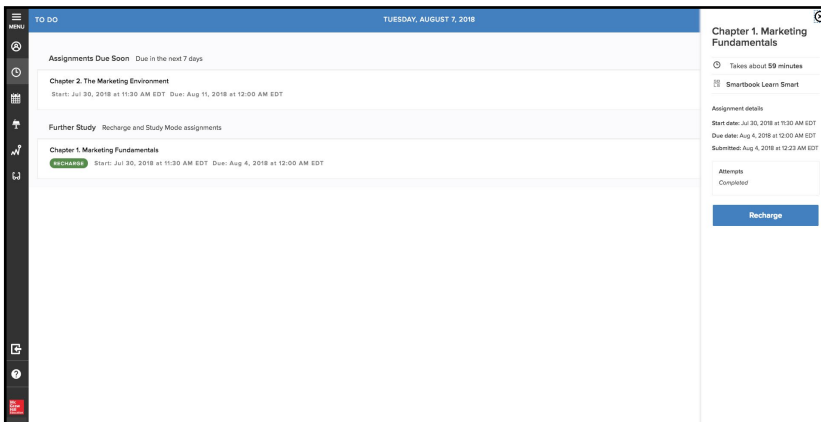
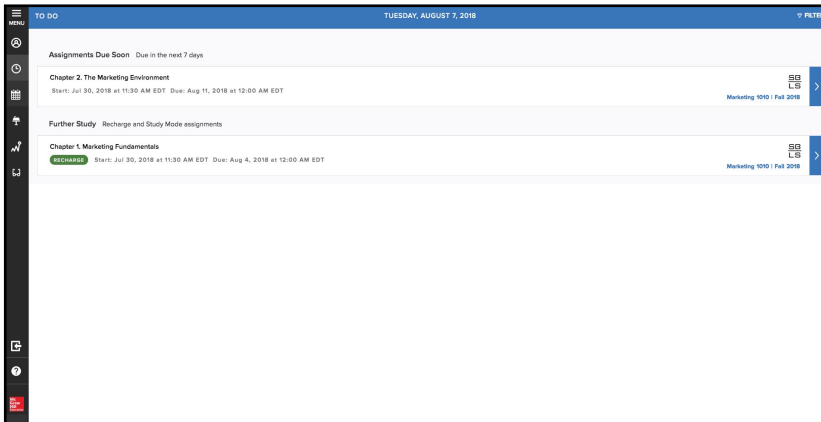
Recharge

For some courses, it is possible to recharge certain chapters and assignments. The objective of this stage in SmartBook is long-term retention. The data that SmartBook has collected about you helps it determine what you are likely to forget. The recharge stage lets you practice areas that you've struggled with, helping you to further prioritize your study sessions.

To access the Recharge Stage, you will need to click on a completed chapter from the table of contents; you may be told the content is not available for recharge. Alternatively, you may be informed that recharge is available and asked if you wish to open it.

Certain assignments will be available for recharge once the due date for your assignment has passed or you achieve a score of 100%. If you click on the original assignment from the course home page in Connect, you will be redirected to SmartBook and either be told there is nothing to recharge, or be taken directly to the recharge stage.

REMEMBER: Recharging assignments won't change your original grade, but can help you study for future tests.



Reports

In the Reports section of SmartBook, there are six different reports to help you determine how you're performing.

1. Current Learning Status: View how much you have left to learn and what you need to review so that you don't forget key content.

2. Topic Scores: View the modules and sections you struggled with the most. This will allow you to quickly identify areas you should focus on before a big exam.

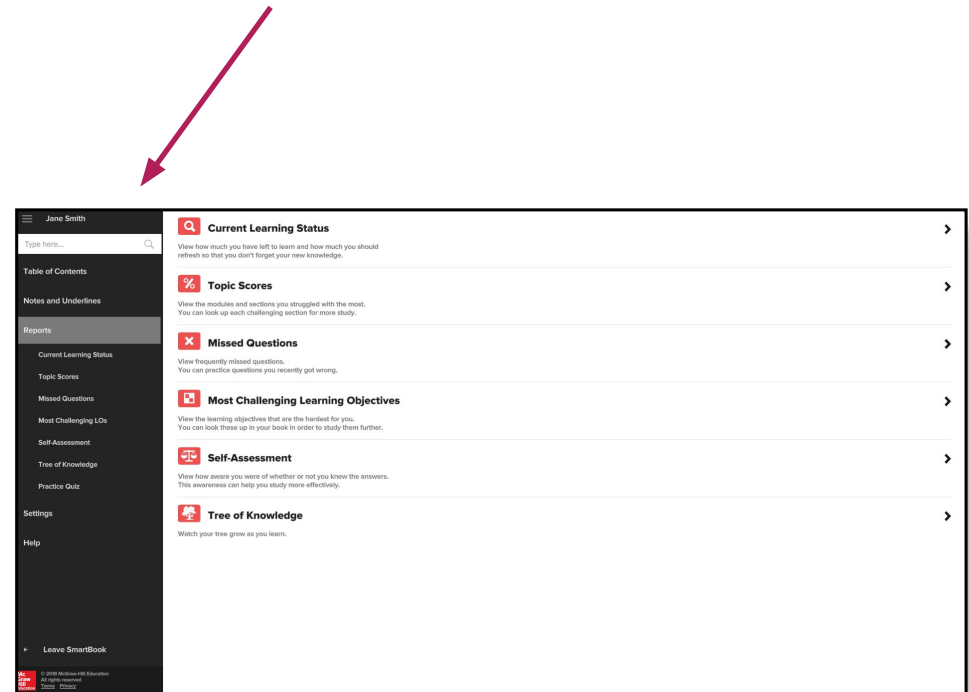
3. Missed Questions: See frequently missed questions so you can practice in areas where you've struggled.

4. Most Challenging Learning Objectives: View the learning objectives that are the hardest for you.

5. Self-Assessment: View how aware you were of whether or not you knew the answers. This report will help you study more efficiently.

6. Tree of Knowledge: Watch your tree grow as you learn.

Keeping tabs on your performance can help you utilize SmartBook more efficiently when you're studying. Take a look through the different sections to see how you're doing and find areas you might need to focus on in the future.

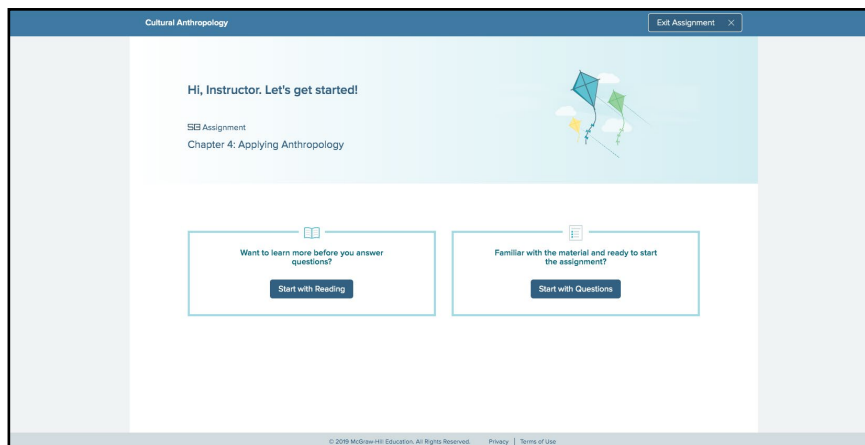
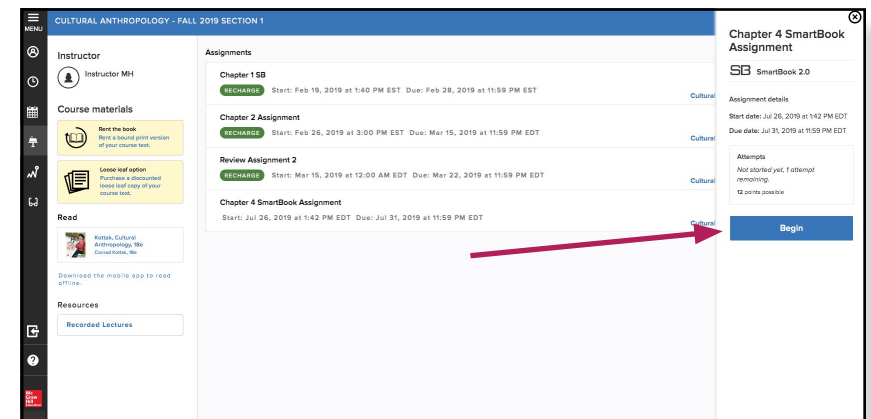




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Let's take a closer look at SmartBook 2.0

To access SmartBook, login to Connect and proceed to your course. Next, click on the SmartBook adaptive assignment within your Connect course's homepage. A sidebar will load on the right-hand side of your screen with details of the SmartBook assignment. **Click Begin** to load SmartBook and start your assignment.

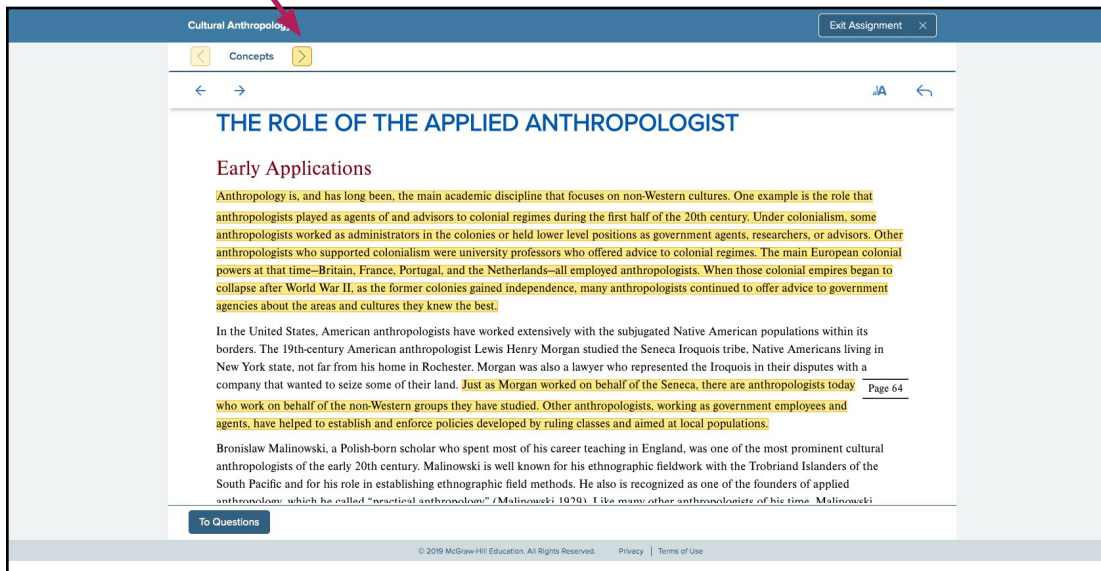
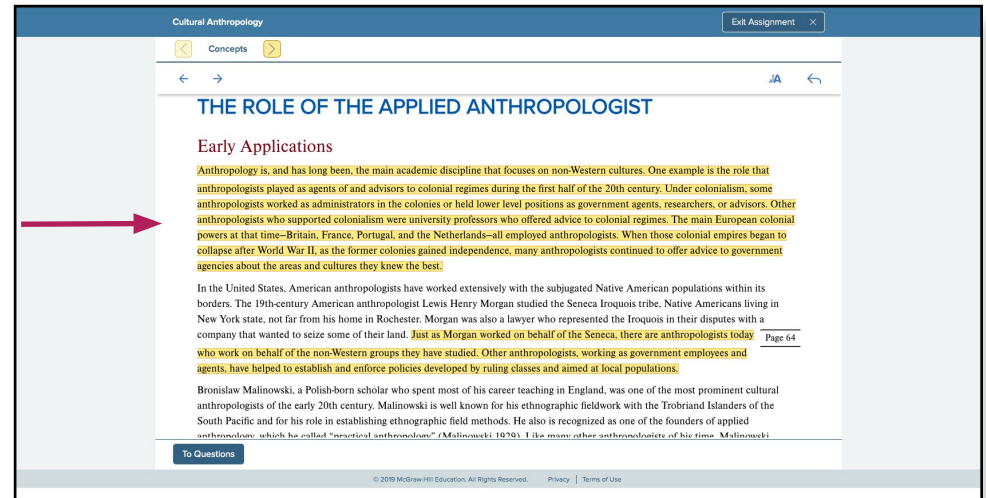


When SmartBook loads, you will be prompted to either Start with Reading or Start with Questions - it's up to you, depending on how familiar you are with the material assigned.

Reading in SmartBook 2.0

If you select **Start With Reading**, you will be taken directly to the section of the text that your instructor has assigned. In the Reading Stage, SmartBook creates a dynamic reading experience where the most important concepts for the chapter have already been highlighted for you in yellow. These highlights help you prioritize your study time to ensure you're being super-efficient.

You can navigate through the highlighted concepts using the arrows in the upper left-hand corner of the screen. Navigate through the sections of your SmartBook with the arrows directly below the **Concepts** arrows.



If you use the **Concepts** arrows to navigate through the Reading Stage, SmartBook will highlight the current concept you are focused on in blue. Once you move on to the next concept, that highlight will return to yellow.

Cultural Anthropology Exit Assignment X

Concepts

The U.S. baby boom, which began in 1946 and peaked in 1957, fueled a tremendous expansion of the American educational system. New junior, community, and four-year colleges opened, and anthropology became a standard part of the college curriculum. During the 1950s and 1960s, most American anthropologists were college professors, although some still worked in agencies and museums.

Most anthropologists still worked in colleges and museums during the 1970s and 1980s. However, an increasing number of anthropologists were finding jobs in international organizations, governments, businesses, hospitals, and schools. Today, applied anthropologists work in varied contexts, including economic development organizations, government agencies, nongovernmental organizations (NGOs) and nonprofit organizations, international policy bodies, and private entities, such as unions, social movements, and increasingly businesses and corporations. The American Anthropological Association estimates that well over half of anthropology PhDs today seek nonacademic employment. This shift toward application has benefited the profession. It has forced anthropologists to consider the wider social value and implications of their research.

Applied Anthropology Today

According to Barbara Ryko-Bauer, Merrill Singer, and John van Willigen (2006), applied anthropology uses theories, concepts, and methods from anthropology to confront human problems, such as poverty, that often contribute to profound human suffering.

However, applied anthropologists also have clients who are neither poor nor powerless. An applied anthropologist working as a market researcher may be concerned with discovering how to increase sales of a particular product. Such commercial goals can pose ethical dilemmas, which also may arise in cultural resource management (CRM). The CRM anthropologist helps decide how to preserve significant remains when development threatens sites. The client who hires the CRM may be someone seeking to build a road or a factory. That client may have a strong interest in a CRM finding that no sites need protection, and the client may pressure the CRM firm in that direction. Among the ethical questions that arise in applied anthropology are these: To whom does the researcher owe loyalty? What problems might be involved in holding firm to the truth? What happens when applied anthropologists don't create the policies they have to implement? How does one criticize programs in which one has participated? Anthropology's professional organizations have addressed such questions by establishing codes of ethics and ethics committees.

To Questions

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Completing Questions in SmartBook 2.0

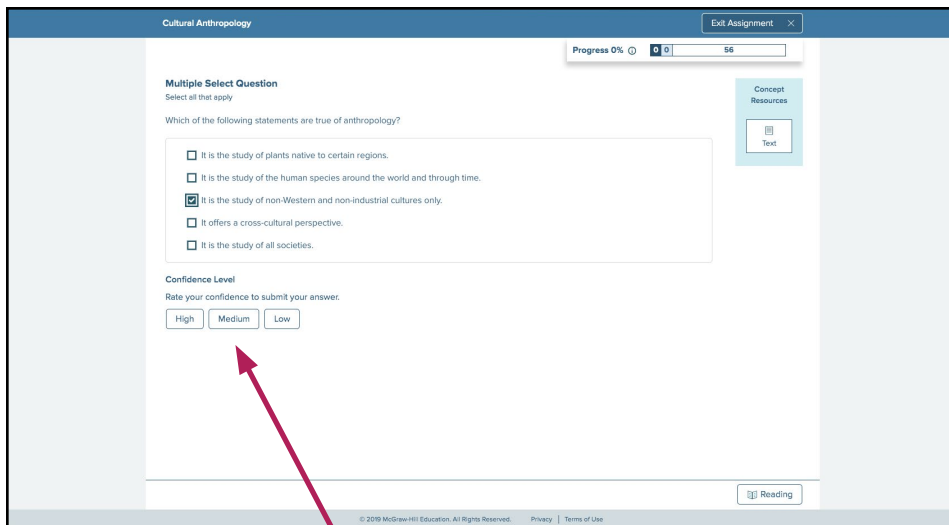
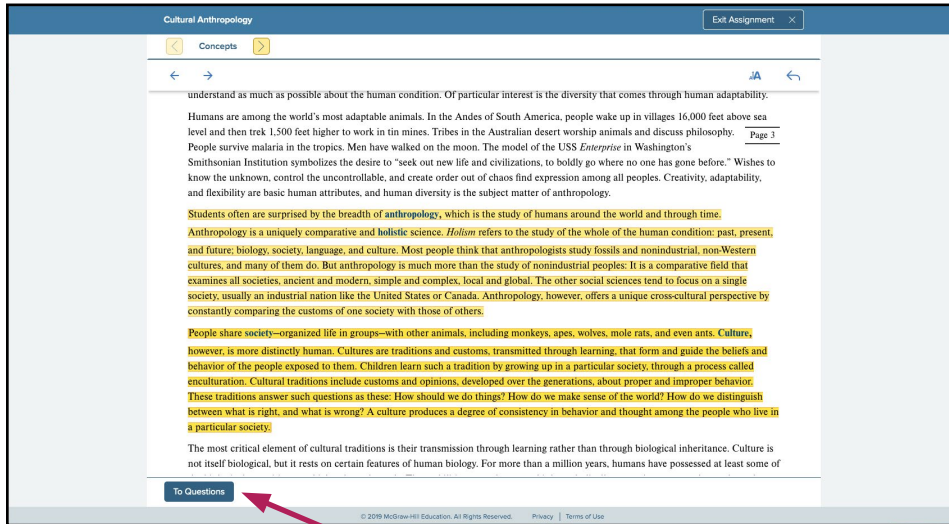
Based on what you read in the Reading Stage, SmartBook will present questions that will help you master the content and identify areas where you are struggling. This helps to transform what you've read from short-term memory to long-term memory.

Let's take a closer look at how this happens

While you're reading, you can click on the **To Questions** button at any time to start working through questions and practice the content you've read.

After you click **To Questions**, the Question Stage will open and SmartBook will present your first practice question. You'll notice that SmartBook asks you how confident you are in your answer.

It's extremely important that you answer all parts of these questions honestly. This helps SmartBook's algorithm learn what you know, what you don't know and how confident you are in your answers. All of these factors and more help SmartBook tailor the learning experience to your unique needs – helping you achieve better results in less time.

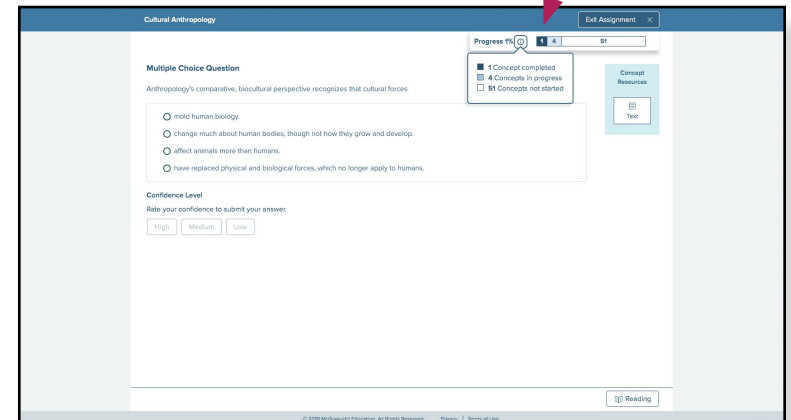
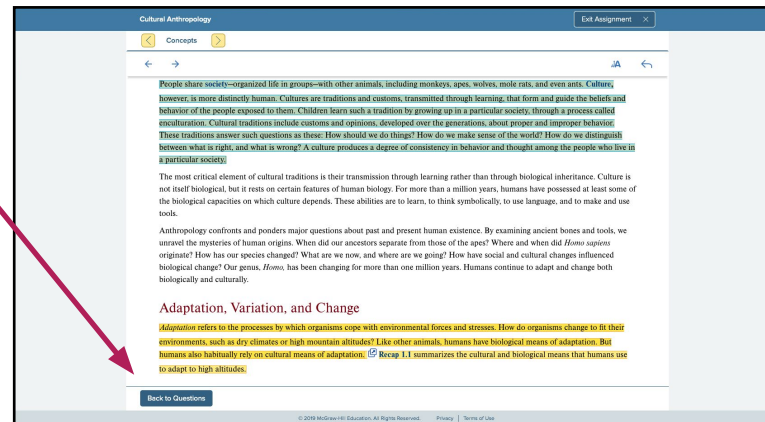
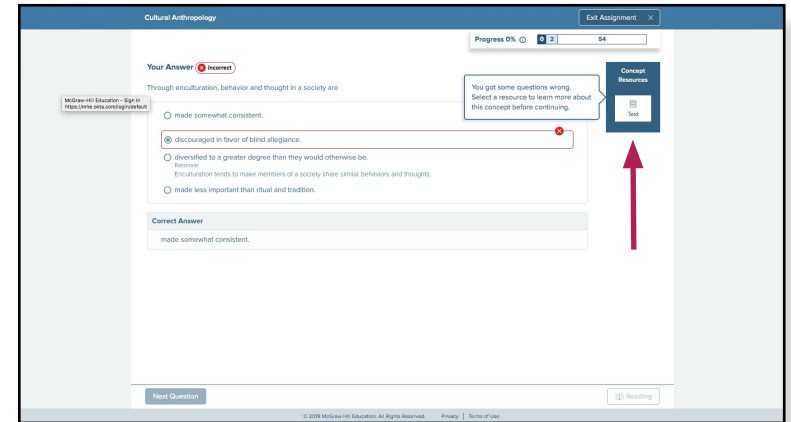


SmartBook will continue to ask you questions until you've demonstrated mastery of each concept within the assignment. However, if SmartBook learns from your answers that you're struggling with certain topics, it will prompt you to jump back into the Reading Stage to learn more by highlighting the **Concept Resources** icon in the top right corner.

In order to proceed with questions, you must return to the Reading Stage by clicking on the icon. SmartBook will take you directly to the highlighted concept so you can review the material. Once you've reviewed, click **Back to Questions** to return.

Progress Bar

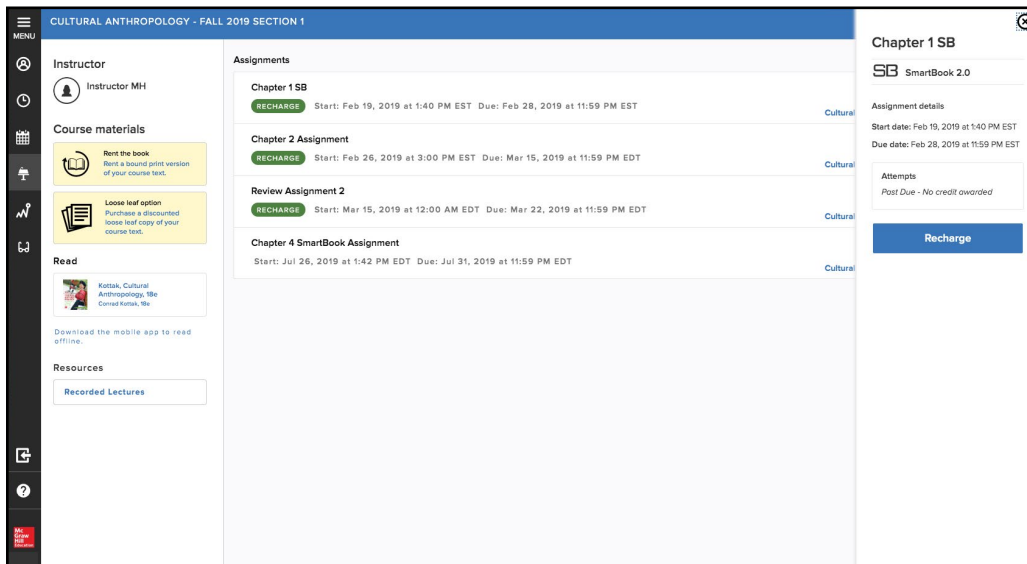
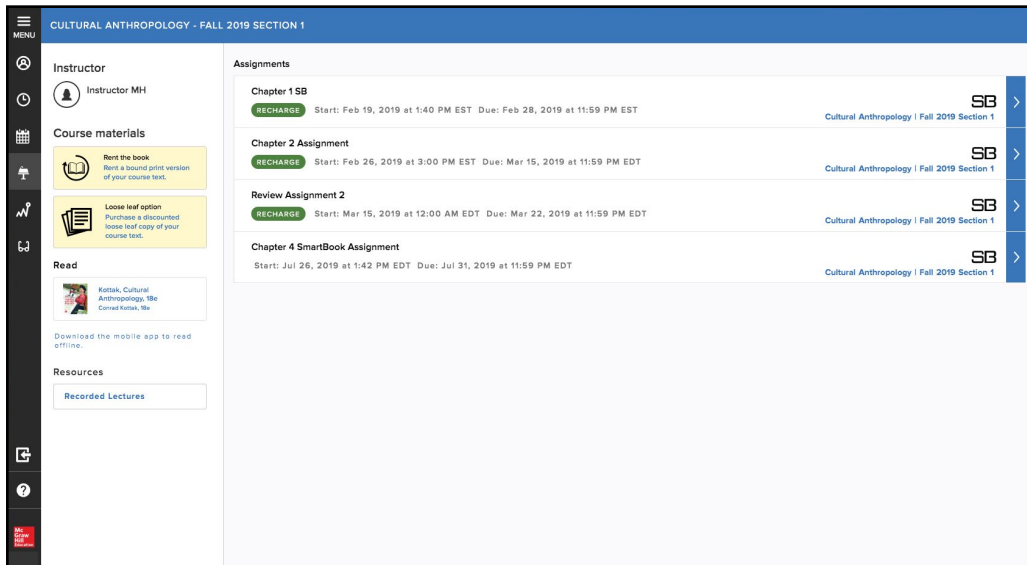
As you work through the Question Stage, the **Progress** bar breaks down your assignment progress into three categories: concepts not started, concepts in progress and concepts completed. You'll need to successfully answer at least two questions related to a concept before that concept is marked complete in the Progress bar.



Recharge

SmartBook allows you to recharge certain chapters and assignments to help with long-term retention of concepts. The data that SmartBook has collected about you helps it determine what you are likely to forget, and allows it to create a personalized review experience. The recharge stage lets you practice areas that you've struggled with, helping you to further prioritize your study sessions.

To access the Recharge Stage, you will need to click on a completed assignment marked with “**Recharge**” from your course home page. You will be redirected to SmartBook and can begin recharging your knowledge.



REMEMBER: Recharging assignments won't change your original grade, but can help you study for future tests.

Reports

To see reports in SmartBook, visit your course home page and click on **See Report** beside any completed assignment. From the following screen, you can select an individual assignment and which attempt you'd like to view.

RESULTS CULTURAL ANTHROPOLOGY - FALL 2019 SECTION 1

2 submitted assignments

| Assignment | Score | Points | Attempts |
|----------------------|-------|--------------|----------------------------|
| Chapter 1 SB | 0% | 0/100 points | 1 attempt |
| View attempt 1 | 0.00% | 0/100 points | 03/01/2019 at 1:54 AM EST |
| Chapter 2 Assignment | 0% | 0/20 points | 1 attempt |
| View attempt 1 | 0.00% | 0/20 points | 03/16/2019 at 12:51 AM EDT |

CULTURAL ANTHROPOLOGY - FALL 2019 SECTION 1

Instructor: Instructor MH

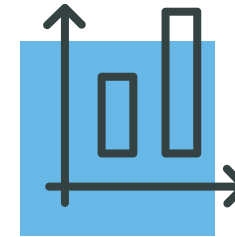
Course materials: Rent the book, Loose leaf option

Read: Kottak, Cultural Anthropology, 10e

Resources: Recorded Lectures

Assignments:

- Chapter 1 SB **RECHARGE** Start: Feb 19, 2019 at 1:40 PM EST Due: Feb 28, 2019 at 11:59 PM EST **See report**
- Chapter 2 Assignment **RECHARGE** Start: Feb 26, 2019 at 3:00 PM EST Due: Mar 15, 2019 at 11:59 PM EDT **See report**
- Review Assignment 2 **RECHARGE** Start: Mar 15, 2019 at 12:00 AM EDT Due: Mar 22, 2019 at 11:59 PM EDT **See report**
- Chapter 4 SmartBook Assignment Start: Jul 26, 2019 at 1:42 PM EDT Due: Jul 31, 2019 at 11:59 PM EDT **See report**



This will display a dashboard of your results for the assignment, including the time spent, how confident you were in your answers, and which concepts were most challenging for you.

Cultural Anthropology

Hi, Alicia. Here are your results for this assignment!

Time on Task: Assignment 04m, Recharge 00m

Confidence Profile: Bar chart showing 1 Correct (High) and 1 Incorrect (Medium).

Most Challenging Concepts (1):

| Challenging Concept | Accuracy |
|---|----------|
| Explain how culture is learned and based on the human ability to use symbols. | 0% |

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