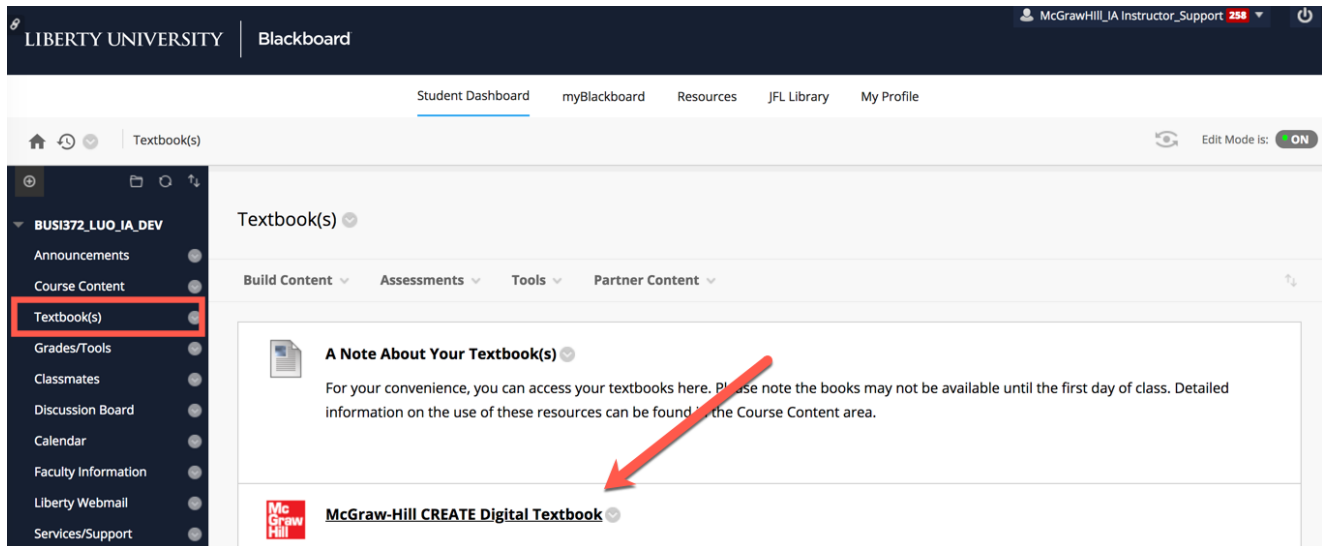
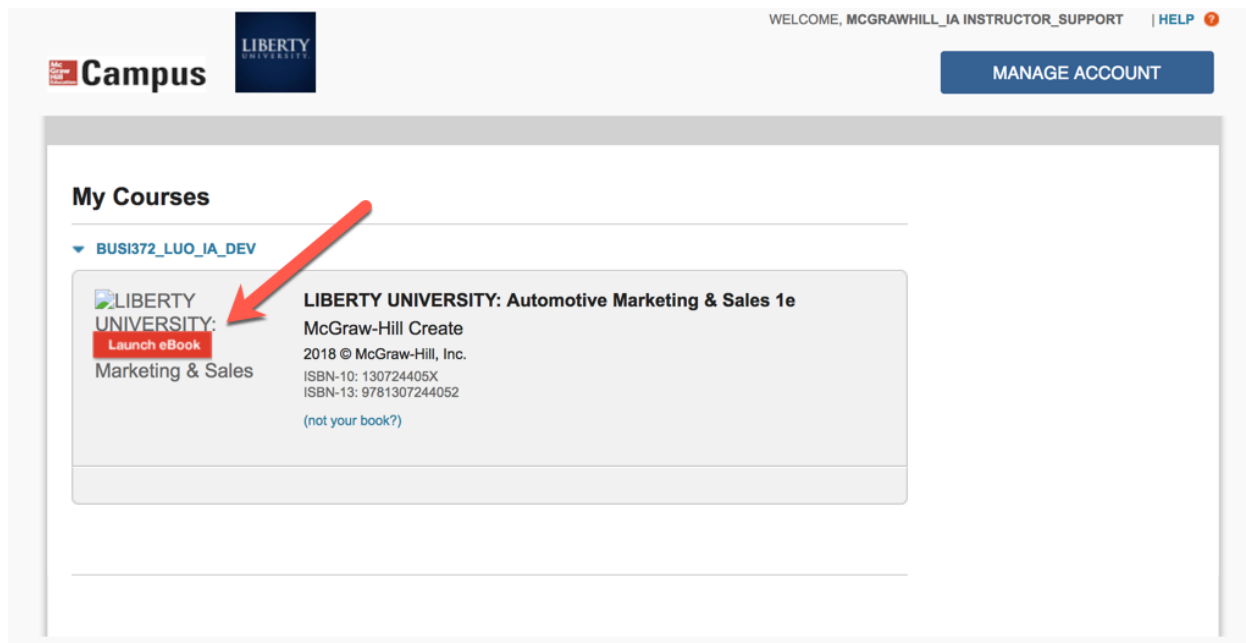


Access your CREATE Digital Textbook

Step 1: Log into your Blackboard Course. Click “Textbook(s)” > “McGraw-Hill CREATE Digital Textbook” in the Left Menu.



Step 2: A new window will open to confirm your course’s linked textbook. Click on “Launch eBook”.



Step 3: Your textbook will open. Use the Table of Contents tab to jump to a specific Chapter. Blackboard will remain open in the original window or tab when you are ready to return.

The screenshot displays a Blackboard interface. On the left is a 'Table of Contents' sidebar with a search bar and a list of chapters. The main content area shows the selected chapter, 'The Role of IMC in the Marketing Process', which includes a video thumbnail of a man and a woman with a car, and a 'LEARNING OBJECTIVES' section with five bullet points. The sidebar lists the following chapters and their starting page numbers:

- Automotive Marketing & Sales
- 2 The Role of IMC in the Marketing Process
- 28 Perspectives on Consumer Behavior
- 60 The Communication Process
- 100 Creative Strategy: Implementation and Evaluation
- 138 Evaluation of Media: Television and Radio
- 178 Evaluation of Media: Magazines and Newspapers
- 214 Support Media
- 240 Direct Marketing
- 260 The Internet: Digital and Social Media

TECH SUPPORT & FAQ:

CALL: (800) 331-5094

EMAIL & CHAT:

mhhe.com/support

MONDAY-THURSDAY: 24 hours

FRIDAY: 12 AM - 9 PM EST

SATURDAY: 10 AM - 8 PM EST

SUNDAY: 12 PM – 12 AM EST

FIND MORE SUPPORT:

connectstudentsuccess.com

FIND MORE TIPS:

mhhe.com/collegesmarter

NOTE: If you contact your instructor with a technical question, you will be asked to provide a case number from tech support before your concern is escalated.