

## How to Redeem Your Stukent Access Code

1. Before you can redeem an access code, you need to create a Stukent account. Your instructor will provide you with the information you need to create an account.
2. Once you create your account and log in for the first time, you will see a screen that looks similar to the one below.

**Modern Marketing Principles + Video Case Studies**

Modern Marketing Principles and Video Case Studies is the perfect combination for your principles of marketing class to incorporate core marketing concepts and real-world application into your course. Merge theory with application by providing hands-on learning and letting students apply their knowledge to real-world scenarios in engaging marketing problems faced by actual businesses.

[Pay with Card](#) [Enter Access Code](#)

**Marketing Principles Simternship™**

Stukent Marketing Principles Simternship™ is a game-changing simulation for students in all areas of business. Created in partnership with both educators and industry professionals, Stukent Marketing Principles Simternship™ gives students real-world skills they can add to their resume. Students get practice launching a new product and making all of the critical marketing decisions, including selecting a product, setting a price, creating promotions, managing ad spend, and working with distributors. What's more, it's done in a way that's simple, digestible—and fun!

[Pay with Card](#) [Enter Access Code](#)

Note: You may see different products.

3. Select “Access Code,” and enter your code. You are ready to go!

Contact Stukent Customer Support at [support@stukent.com](mailto:support@stukent.com) or call (855) STU-KENT for assistance.