Welcome to MBA 7615 - Fall 2026

As a student enrolled in MBA 7615, you are automatically included in the University's Inclusive Access (IA) program. This program provides access to the required course material through Canvas, and the cost is charged to your student account after the course drop date.Additional information about Inclusive Access is available at https://bookstore.wilmu.edu/site_digital_content.asp"

Materials, Cost, Payment

Material: McGraw Hill Connect for Essentials of Marketing Research

Cost: $120.29, billed to your student account

Payment: Charges appear on your student billing account and can be paid through my.wilmu.edu. Financial aid, scholarships, grants, VA benefits, Guild, employer benefits, or other funding may apply if sufficient funds are available.

Opting Out of Inclusive Access

How to Opt Out Of *McGraw Hill Connect for Essentials of Marketing Research*

Go to the Course Materials link in your school's Canvas course. On the dashboard, locate the 'Want to Opt Out?' button or the 'Opt-Out' link and click it. Select your reason for opting out (if prompted), then open the Course Materials section in Canvas, locate your book, and choose 'Opt Out.' Be sure to confirm your opt-out selection before the course opt-out deadline to avoid any charges.

Opt-Out Deadlines (Fall 2026)

Block 1 sections -- September, 8, 2026

Semester sections -- September, 8, 2026

Block 2 sections -- November, 2, 2026

Impact: Opting out removes access to the materials in Canvas and may affect your participation and grade. Please consult your instructor.

Accessing Your Materials

Follow the steps below to access McGraw Hill Connect for Essentials of Marketing Research for MBA 7615

Step-by-Step Instructions:
1. Log in to Canvas with your student credentials.
2. In the left navigation menu, open the folder for your platform McGraw Hill Connect.
3. Click the McGraw Hill Connect link to be automatically routed to the McGraw-Hill Education website.
4. Log in or create a McGraw-Hill Education account (some platforms log you in automatically).
5. Your school account will now be linked to your McGraw-Hill Education account.