



# connect<sup>®</sup>

## Find Your Evergreen Product Release Notes

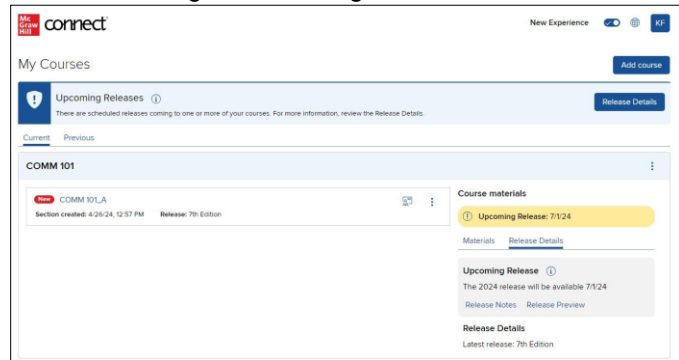
Video Walkthrough: [CLICK TO VIEW](#)



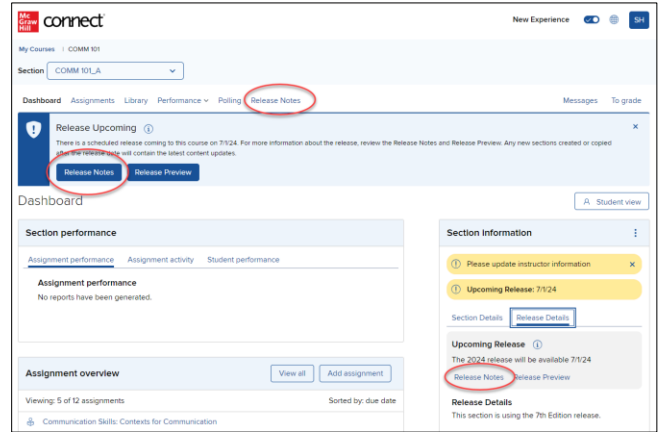
Evergreen provides you with content currency, new tools, and the most updated accessibility standards delivered directly to your existing McGraw Hill Connect course, all without having to build a new course. This process makes using the newest content easy. Let's see how you can find what updates are coming soon or have been updated most recently in your Evergreen product.

Release Notes are available for every title and they are readily available for you in the McGraw Hill Connect site.

Whether you have adopted Connect for your course, this is also where you go to access your Instructor Resources. To get started, log in to Connect.



If you have not created your course already you will click the link to **Add Course** and follow the prompts to create your section. There is another support video on our site if you need assistance with this process. **If you have already created a course, and your course has an upcoming release, you'll see that here.** Click into Release Details. From here, you can access the release notes, and the release preview, if available. **To access release notes from the Section Dashboard, click into your section.**



When your section Dashboard opens you will see a link to 'Release Notes' in several places. At the top, you can access it among the tabs. You can open it from the upcoming release notification, and under the release details tab in your section information box.

Product specific Release Notes will be available for you to view, print or save. Release notes are organized by Digital Content, an overview of updated text content, and a Chapter-by-Chapter summary of new and updated content.

**EVERGREEN 2024 RELEASE NOTES**  
- New and Updated Content -  
Grewal/Levy, Marketing

**McGraw Hill**

**Release Overview:** The 2024 Evergreen Release for Grewal/Levy, Marketing includes a new print review, updated eBook and smartbook, and updated digital content in Connect. Chapter opener, photos, boxes, and/or text examples have been updated throughout. Changes to reading content include highlighted coverage of AI, significant revision to reflect the rapid changes in digital marketing and the growth of AI as it relates to the digital selling process, as well as substantive revision of global marketing to include the addition of a new section on South Africa to expand the discussion of the BRICS framework. Throughout, figures have been retained to conform to ADA needs. To receive these updates, duplicate/refresh your section on or after the upcoming release date.

DIGITAL CONTENT			
LOCATION OF UPDATED CONTENT IN CONNECT	Question Bank	Instructor Resources	Application Based Activities (ABA)
	Assignments tab > Add Assignment > Question Bank	Library tab > Instructor resources	Assignments tab > Add Assignment > Application-Based Activity
UPDATES MADE	New and updated questions added to the Test Banks to reflect changes made to reading content. These are tagged as "New 2024" or "Updated 2024" in the question bank filter. See <a href="#">Question Bank Content Map</a> link to see for more details. See also updates to reading content on next page.	Updates to lecture PPTs, Services Manual, and Instructor's Manual have been made based on updates to the narrative.	Overviews of Marketing (Ch. 1) Sustainable Marketing (Ch. 4) Pricing (Ch. 15) Distribution (Ch. 16)

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GENERAL NOTES	
<b>Accessibility</b>	McGraw Hill is committed to aligning our digital solutions to WCAG AA standards. Our Voluntary Product Accessibility Templates (VPATs) are available upon request. Any additional questions related to the accessibility of a product can be directed to your Learning Technology Representative, or you may contact us at: <a href="mailto:accessibility@mcgraw-hill.com">accessibility@mcgraw-hill.com</a>
<b>Implementation and Training Support</b>	Your dedicated McGraw Hill Customer Success Teams can help you update your course and assignments and set policies. Need help with reports or adjusting your course to improve a variety of Connect assignments to your students? <a href="https://www.mhhe.com/connect/ats">https://www.mhhe.com/connect/ats</a>
<b>Tech Support</b>	Don't become tech support. Ask students to use McGraw Hill's CDS support team at 1-800-331-5094 or contact us by visiting <a href="https://mhhe.com/connect/ats">https://mhhe.com/connect/ats</a> . They should only come to you with a CDS ticket # in hand so you may follow up. Always make assignments due during tech support hours so students are always able to get their issues resolved before the due date. We support the complete stack with Single Sign-On, Deep Linking, and Grade Syncing for the following LMS systems: Blackboard, Brightspace, Canvas, Moodle, Sakai.
<b>LMS Integration</b>	<a href="https://www.mhhe.com/connect/ats">https://www.mhhe.com/connect/ats</a>
<b>Connect Support Tools and Best Practices</b>	Assign a variety of Connect assignments to your students and make their performance part of their final course grade (minimum of 20-25% to encourage student compliance). Visit this link below to see additional student engagement tips. <a href="https://www.mhhe.com/connect/ats">https://www.mhhe.com/connect/ats</a>
<b>New Connect Updates</b>	A new, streamlined instructor experience is available in Connect. It includes the ability to add additional instructors (and other roles) to any section, an updated section dashboard with new data visualization, and mobile optimization, with automatic reindexing and redistribution of screen space for tablets and smartphones. This experience continues to be improved based on your feedback so let us know how we're doing! Click here to see the most recent updates: <a href="https://www.mhhe.com/connect/new-releases.html">https://www.mhhe.com/connect/new-releases.html</a>
<b>Connect Polling Tool</b>	Engage students with the Connect Polling tool, which allows you to discover where your students are in real time. Help them create connections with your course content while gaining valuable insight during lecture, then leverage polling data to deliver personalized instruction where and where it is needed most.
<b>Writing Assignments</b>	Help students improve their conceptual understanding and written communication skills with Writing Assignments. Integrate writing skill development into your course with ease and help your students gain the critical writing skills they need for success now and beyond. Assign, monitor, mark, and provide feedback all in one place. All Connect courses now have Writing Assignments with peer review, originality checker, and grammar checker.*

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