DecisionPro, Inc
Makers of Marketing Engineering

Marketing Engineering for Excel

Student Subscription Information
(January 2022)

**System Requirements: Microsoft Windows and Microsoft Excel
(not compatible with Mac OS or Chromebooks)**

Step 1: Subscribe to Student Materials

In order to qualify for the academically priced software, your status as a student must be confirmed by utilizing the Student Access Code below. The following link and access code will allow you to purchase a student subscription to the Marketing Engineering software and business cases:

http://www.decisionpro.biz/subscribe

Student Access Code: **MEXL2021DP**

(This Access Code changes twice per year. If out of date, please see your instructor for the current access code.)

Step 2: Download Marketing Engineering for Excel

After subscribing to the student software package, the following web page will contain all the information needed to access the Marketing Engineering for Excel student software for both Windows and Mac users.

http://www.decisionpro.biz/students-access-software

Windows users may download and install the Excel add-in directly on their personal computer following the instructions below:
1. Get License ID to Activate Software (from above link).
2. Download Marketing Engineering for Excel add-in.
3. Install software on your personal computer.

Start Excel and **activate** software using License ID obtained in step 1.

Textbooks

Marketing Engineering textbooks are available from Amazon (printed and Kindle versions) and Google Play Store (ebook versions) in select counties. The following link provides additional details:

http://www.decisionpro.biz/textbook

Any questions, please visit our Support Center at: http://www.decisionpro.biz/support