

Add Cengage to Your Course

Last Modified on 01/22/2026 10:48 am CST

The pairing process for **Cengage LTI 1.3** tools in D2L has been updated. If you're preparing your courses for the upcoming term, please be aware of these changes to ensure a smooth integration. You can find additional resources provided by Cengage here: [cengage.com/coursepages/LSC_Faculty](https://www.cengage.com/coursepages/LSC_Faculty) (https://www.cengage.com/coursepages/LSC_Faculty)

Online Services does not have access to your **Cengage** account. For integration issues, please contact the Cengage representative to LSC, **Megan Benitez-Daley** at megan.benitez-daley@cengage.com ()

Jan. 2026 Office Hours for Instructor Assistance:

- **Days:** Mon. - Thurs., Jan. 12-29, except Jan. 19th
- **Times:** 12 pm - 4 pm
- **Link:** https://cp.cengage.com/OfficeHours_Instructor (https://cp.cengage.com/OfficeHours_Instructor)

Instructor Orientation Webinars (Jan 5-Jan 23) *No session Jan 19

- Monday – Friday, 11am - 12:30 pm or 1 pm - 2:30 pm
- All Instructors using MindTap, WebAssign, CNOWv2
- Course setup (non-LMS and LMS)
- Cengage Learning Platform basic navigation and scheduling of assignments
- Student Registration Instructions
- **Join Here:** <https://events.cengage.com/aWG00Z?RefId=Sales+Invite>
- **Customer Support:** 800-354-9706 or www.cengage.com/support
- **NEW Digital support site:** <https://www.cengage.com/services/>
- **Use Tech Check to see our platform performance:** <http://techcheck.cengage.com/>

Live STUDENT Office Hours (Jan 12 - Feb 4): [Live Student office hours](https://www.cengage.com/coursepages/Live_Student_Office_Hours) (https://www.cengage.com/coursepages/Live_Student_Office_Hours)

Watch the Star Bundle (VitalSource) & Cengage Open Lab for Spring 2026

(<https://vimeo.com/1154387529/af6e704021>)

Add Cengage 1.3 to Your Course

1. Create a new module and name it **[Cengage 1.3]**. Click on **[Add Existing Activities]** → **[Add Cengage Content]**.

NOTE: You may have to **enable pop-ups** on your web browser for the **Cengage Content** window to appear.

Cengage 1.3

Print Settings

Add dates and restrictions...

Add a description...

1

New

Add Existing Activities

Bulk Edit

2

Add Cengage Content

ate and update topics

Add a sub-mod

Assignments

Chat

Checklist

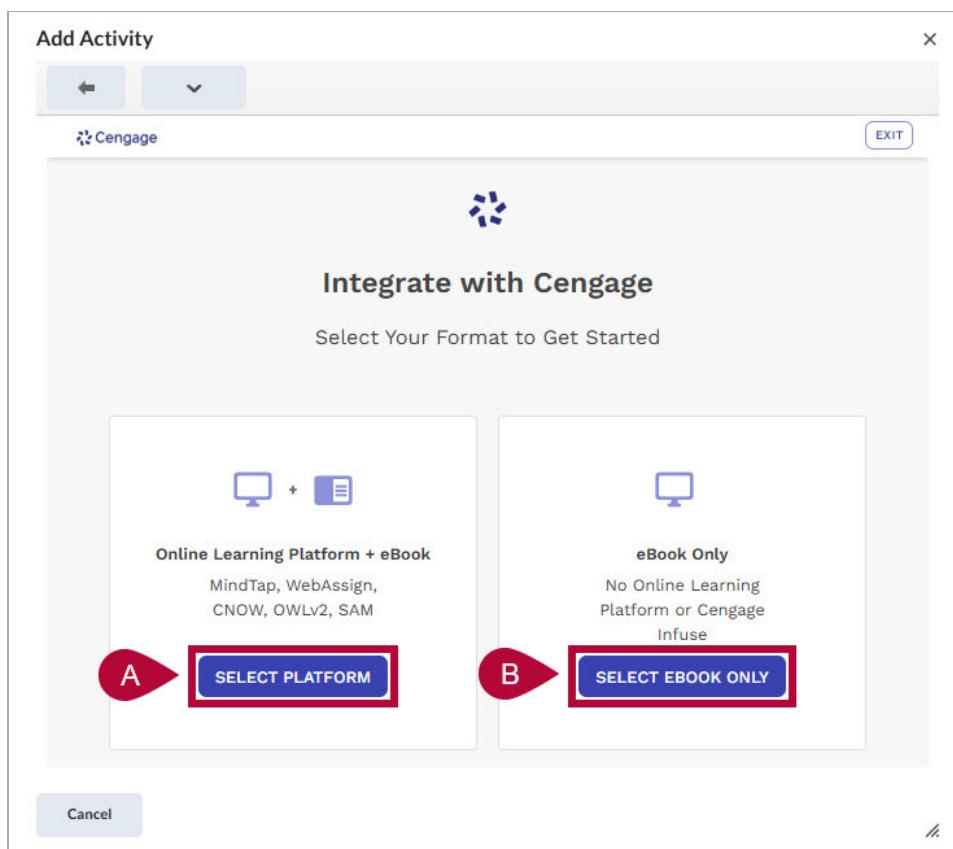
Configure AchieveWorks Personality

Configure AchieveWorks Skills

Discussions

2. On the following page, you'll be presented with the following options:

- Online Learning Platform + eBook** - This option will include both the ebook and assignments. Click **Select Platform** for this option.
- eBook Only** - This option will only include the **eBook**, with no assignments. Click **Select eBook Only** for this option.



3. You can find your textbook in the **Search** field below. Use a generic word for phrase for a proper search.

Once the textbook is found, select the correct bubble listed under your textbook.

The screenshot shows the 'Add Activity' interface for Cengage. At the top, there are navigation buttons (back, forward, exit) and a search bar containing the word 'advertising'. Below the search bar is a progress bar with four steps: 'Select Title', 'License Type', 'Course Option', and 'Course Details'. The 'Select Title' step is active. The search results for 'advertising' are displayed, showing the book 'Advertising and Integrated Brand Promotion' by Angeline Close Scheinbaum, Thomas O'Guinn, and Richard J. Semenik, 9th Edition. The book cover is visible, along with its ISBN-13: 9780357721407. Below the book details, the 'MindTap + eBook' license type is selected, indicated by a red box and the number '2'. At the bottom, there are 'BACK' and 'CONTINUE' buttons, with 'CONTINUE' being highlighted.

4. **[Individual Student Purchase]** should be selected automatically for the **License Type** page. Click **[Continue]**.

Add Activity

Cengage

EXIT

Select Title License Type Course Option Course Details

 Advertising and Integrated Brand Promotion
Angeline Close Scheinbaum; Thomas O'Guinn; Richard J. Semenik 9th Edition
MindTap + eBook ISBN-13: 9780357721407

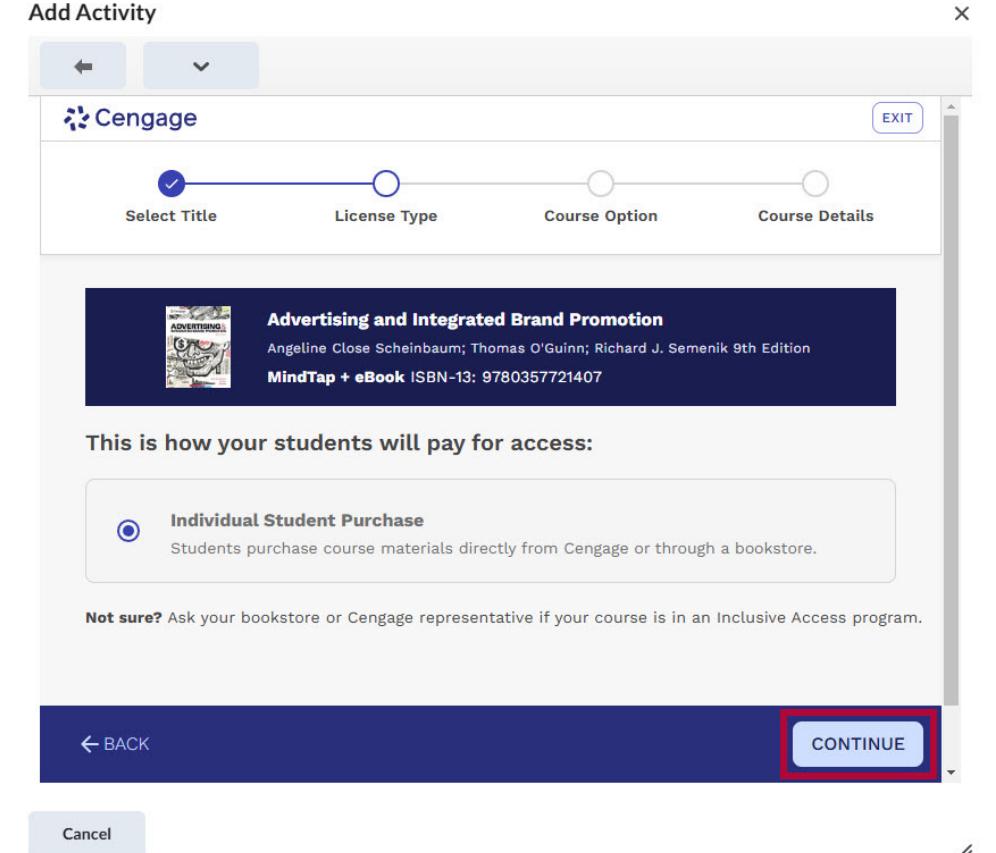
This is how your students will pay for access:

Individual Student Purchase
Students purchase course materials directly from Cengage or through a bookstore.

Not sure? Ask your bookstore or Cengage representative if your course is in an Inclusive Access program.

← BACK CONTINUE

Cancel



5. On the following page, you'll be presented with the following options:

- A. **[Create a new course]**
- B. **[Copy from an Existing Course]** – Allows you to copy a course from a course that you previously built.
- C. **[Copy another instructor's course with a course key]** – Select this if your department has a master course to copy from. This requires a **Course Key** from the master course creator.
- D. **[Link to a course that was already created]** – Links the D2L course to an already existing Cengage course. For example, if you have already made a copy of your Fall course in the Cengage website to use in Spring, then you can link the D2L course to the newly created Spring course in Cengage. **It is important to note that you cannot link to an existing Cengage course if the Cengage course already has students in the course.**

Click **[Continue]** to complete this step.

NOTE: The last three choices here (B, C, D) can only be selected **if there are no students in the Cengage course yet**. If there are students, select **[Create a new course from scratch]**.

Add Activity

Cengage

Select Title License Type Course Option Course Details [EXIT](#)

 **Advertising and Integrated Brand Promotion**
Angeline Close Scheinbaum, Thomas O'Guinn, Richard J. Semenik 9th Edition
MindTap + eBook ISBN-13: 9780357721407

How do you want to integrate with Cengage?

A Create a new course from scratch

B Copy an existing course

C Copy another instructor's course with a course key

D Link to a course that was already created

[← BACK](#) [CONTINUE](#)

[Cancel](#)

6. Choose a **Gradebook Setting**. **[Add activity Score]** will be selected by default; this is the recommended setting. After selecting a setting, click **[Continue]**.

Add Activity

Cengage

Select Title License Type Course Option Course Details

Gradebook settings

1 Add MindTap scores to your D2L gradebook. The scores continuously update as students complete work in MindTap.

Add activity score
Select individual MindTap activities to add to your D2L gradebook. Each activity is a separate gradebook entry.
This is recommended if you use the D2L gradebook to calculate final grades.

LMS Test 1	90%
LMS Test 2	87%
Cengage Test 1	76%
Cengage Test 2	92%

Add overall scores
The overall scores calculated in your MindTap gradebook are added to your D2L gradebook.
This is recommended if you use the MindTap gradebook to calculate final grades, and you do not plan on assigning graded work in D2L.

LMS Test 1	90%
LMS Test 2	87%
All Cengage Tests Average	84%

2 BACK CONTINUE

Cancel

7. Enter the **Course Details**.

- A. The **Course Name** will be imported from D2L. Feel free to change it if necessary.
- B. The **Time Zone** will default to **Central Time**.
- C. Choose a **Start and End date**. This only controls student access to **Cengage**. Students should access Cengage content through the D2L course.
- D. Click **[Finish]** to complete this step.

Add Activity

◀ ▶ EXIT

Cengage

Select Title License Type Course Option Course Details

 **Advertising and Integrated Brand Promotion**
Angeline Close Scheinbaum, Thomas O'Guinn, Richard J. Semenik 9th Edition
MindTap + eBook ISBN-13: 9780357721407

Confirm new course details

A Course Name *

B Time zone *

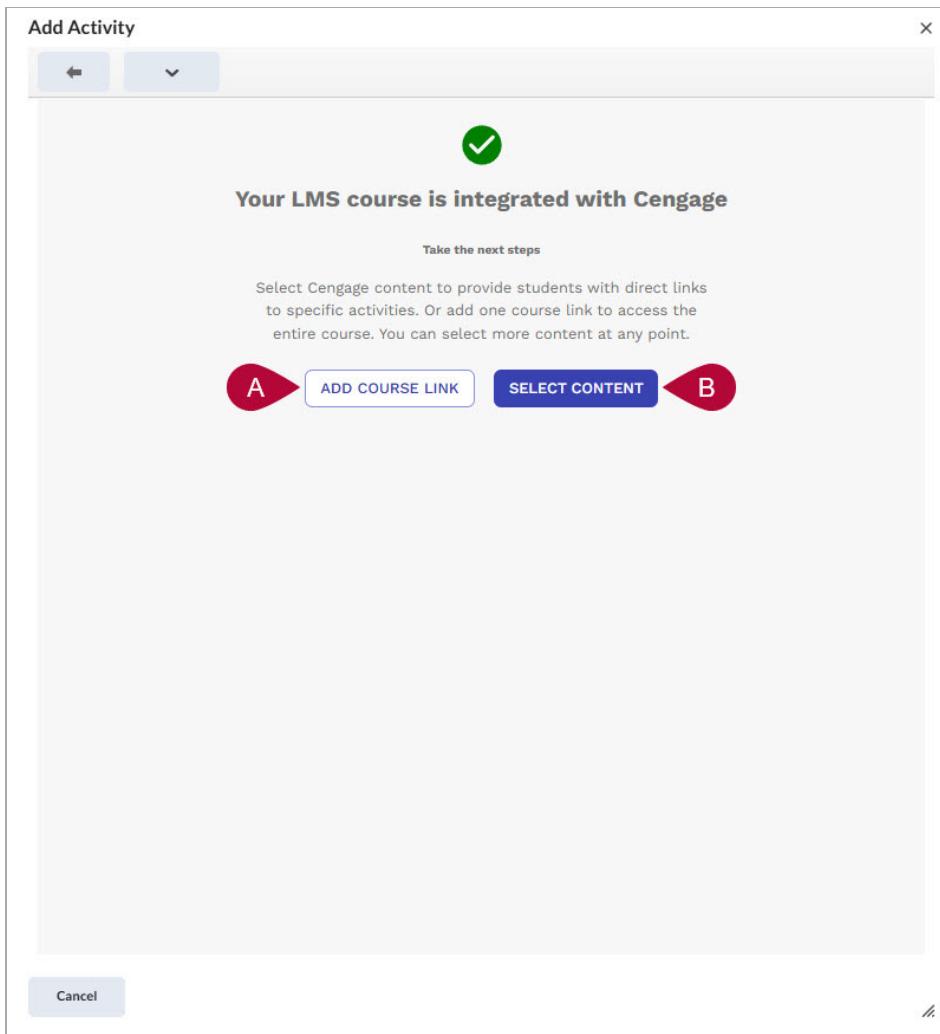
C Course start date * Course end date *

D

8. On the next page, you can choose from:

- A. **[Add Course Link]** - This will create a single link through which students will access the entire Cengage course.
- B. **[Select Content]** - This will take you to a page where you will deploy individual Cengage assignment links to D2L.

NOTE: You can always deploy more assignment links later, regardless of which option you choose at this time.

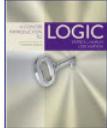


9. If you chose **[Add Course Link]**, the process is complete. If you chose **[Select Content]**, then on the following page you will select the assignments to deploy.

A. First, expand the folders to find assignments, chapters, or parts of the textbook.

Add Activity X

[BACK TO COURSE SETUP](#)



A Concise Introduction to Logic - 13th Edition
Patrick J. Hurley, Lori Watson
ISBN-13: 9781305958098 [View](#)
Platform: [MindTap](#)
License Type: [Student Purchase Required](#)

Gradebook is set to update activity scores [SWITCH TO OVERALL SCORE](#)

Select Content | [Expand All](#)

<input type="checkbox"/>		Add to Gradebook
<input checked="" type="checkbox"/>	Sandbox: - Cartridge Test Course Link	16 items
<input type="checkbox"/>	Chapter 1: Basic Concepts	9 items
<input type="checkbox"/>	Chapter 2: Language: Meaning and Definition	7 items
<input type="checkbox"/>	Chapter 3: Informal Fallacies	8 items
<input type="checkbox"/>	Chapter 4: Categorical Propositions	11 items
<input type="checkbox"/>	Chapter 5: Categorical Syllogisms	11 items
<input type="checkbox"/>	Chapter 6: Propositional Logic	10 items
<input type="checkbox"/>	Chapter 7: Natural Deduction in Propositional Logic	11 items
<input type="checkbox"/>	Chapter 8: Predicate Logic	14 items

No content selected. Select content to continue [CONTINUE](#)

[Cancel](#) A

- B. The left **[✓] checkbox** will add the selected item to the **Content Module**.
- C. The right **[✓] checkbox** will add the selected item to the **Gradebook**.
- D. After making your selections click **[Continue]**.

Add Activity

Gradebook is set to update activity scores [SWITCH TO OVERALL SCORE](#)

Select Content | [Collapse All](#)

[Sandbox](#) [- CDX Testing](#) [Course Link](#)

A [Assignment: Chapter 01 The World of Advertising and Integrated Brand Promotion](#)
 [Case Activity: Chapter 01 The World of Advertising and Integrated Brand Promotion](#)
 [Read: Chapter 01 The World of Advertising and Integrated Brand Promotion](#)
 [Learn It: Concept Check Quiz: Chapter 01 The World of Advertising and Integrated Brand Promotion](#)
 [Study It: Flashcards: Chapter 01 The World of Advertising and Integrated Brand Promotion](#)
 [Chapter 02 The Structure of the Advertising and Promotion Industry: Advertisers, Agencies, Media, and Support Organizations](#)
 [Assignment: Chapter 02 The Structure of the Advertising and Promotion Industry](#)
 [Case Activity: Chapter 02 The Structure of the Advertising and Promotion Industry](#)
 [Read: Chapter 02 The Structure of the Advertising and Promotion Industry: Advertisers, Agencies, Media, and Support Organizations](#)
 [Learn It: Concept Check Quiz: Chapter 02 The Structure of the Advertising and Promotion Industry](#)
 [Study It: Flashcards: Chapter 02 The Structure of the Advertising and Promotion Industry: Advertisers, Agencies, Media, and Support Organizations](#)
 [Chapter 03 The History of Advertising and Brand Promotion](#)
 [Apply It: Chapter 03 \(2 activities\)](#)

B [Assignment: Chapter 01 The World of Advertising and Integrated Brand Promotion](#)
 [Case Activity: Chapter 01 The World of Advertising and Integrated Brand Promotion](#)
 [Read: Chapter 01 The World of Advertising and Integrated Brand Promotion](#)
 [Learn It: Concept Check Quiz: Chapter 01 The World of Advertising and Integrated Brand Promotion](#)
 [Study It: Flashcards: Chapter 01 The World of Advertising and Integrated Brand Promotion](#)
 [Chapter 02 The Structure of the Advertising and Promotion Industry: Advertisers, Agencies, Media, and Support Organizations](#)
 [Assignment: Chapter 02 The Structure of the Advertising and Promotion Industry](#)
 [Case Activity: Chapter 02 The Structure of the Advertising and Promotion Industry](#)
 [Read: Chapter 02 The Structure of the Advertising and Promotion Industry: Advertisers, Agencies, Media, and Support Organizations](#)
 [Learn It: Concept Check Quiz: Chapter 02 The Structure of the Advertising and Promotion Industry](#)
 [Study It: Flashcards: Chapter 02 The Structure of the Advertising and Promotion Industry: Advertisers, Agencies, Media, and Support Organizations](#)
 [Chapter 03 The History of Advertising and Brand Promotion](#)
 [Apply It: Chapter 03 \(2 activities\)](#)

C [CONTINUE](#)

[5 Assignments](#) [1 Reading](#) [8 Folders](#) [1 Misc Item](#)

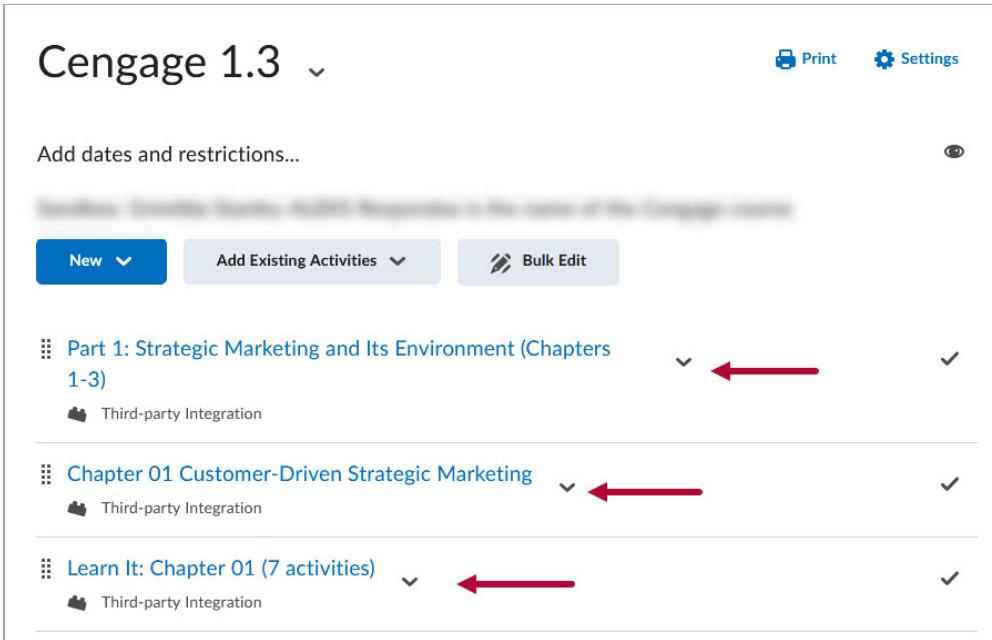
10. You will see a loading screen for a few moments which says **Submitting selections**. Please **DO NOT** exit out of this screen before it is finished.

Add Activity

Submitting selections

[Cancel](#)

- Once this is done you will see the content you chose to deploy in the **Cengage 1.3** module.



Cengage 1.3

Add dates and restrictions...

New Add Existing Activities Bulk Edit

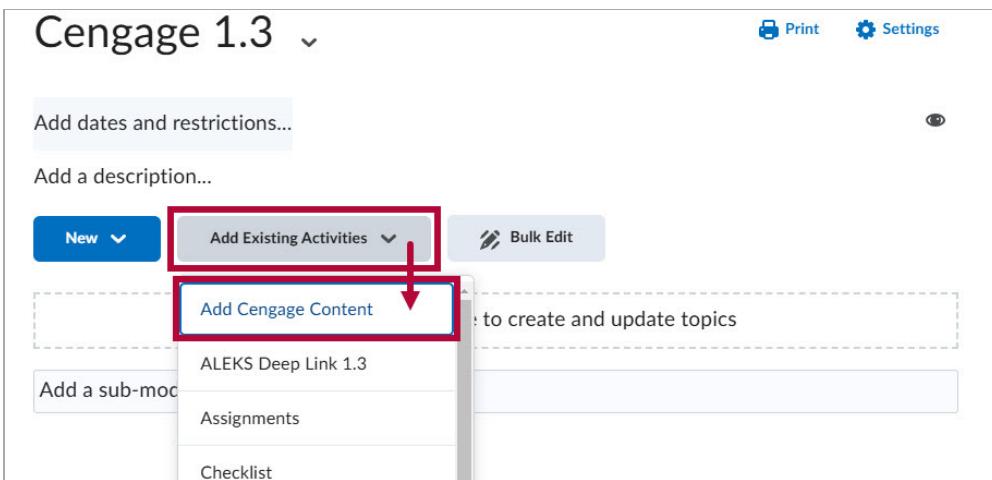
- Part 1: Strategic Marketing and Its Environment (Chapters 1-3)
- Chapter 01 Customer-Driven Strategic Marketing
- Learn It: Chapter 01 (7 activities)

Third-party Integration

Deploy a Cengage Assignment into D2L

NOTE: Make sure your Quiz grade totals in Cengage are correct before deploying grade items into the gradebook to avoid mismatches between Cengage and the D2L's gradebooks.

1. Navigate to the **Module** in which you wish to deploy Cengage content. Click on **[Add Existing Activities] → [Add Cengage Content]**.



Cengage 1.3

Add dates and restrictions...

Add a description...

New Add Existing Activities Bulk Edit

Add Cengage Content

ALEKS Deep Link 1.3

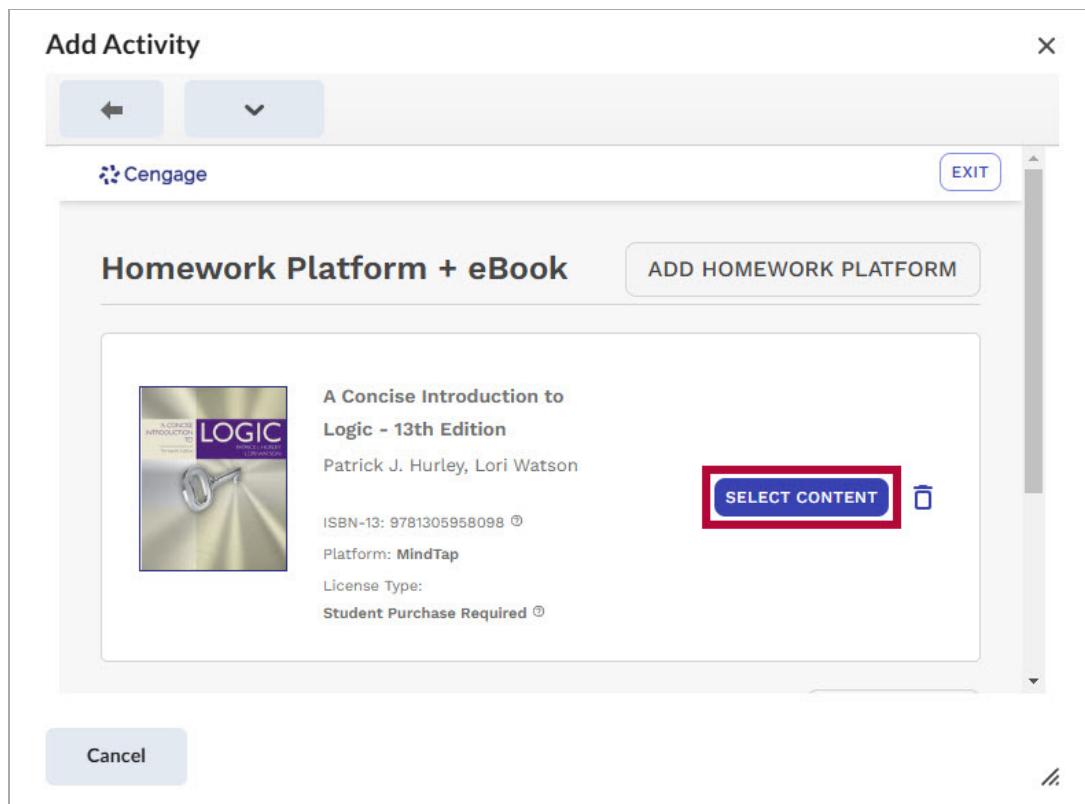
Add a sub-module

Assignments

Checklist

2. You will see a screen with your textbook. Click **[Select Content]**.

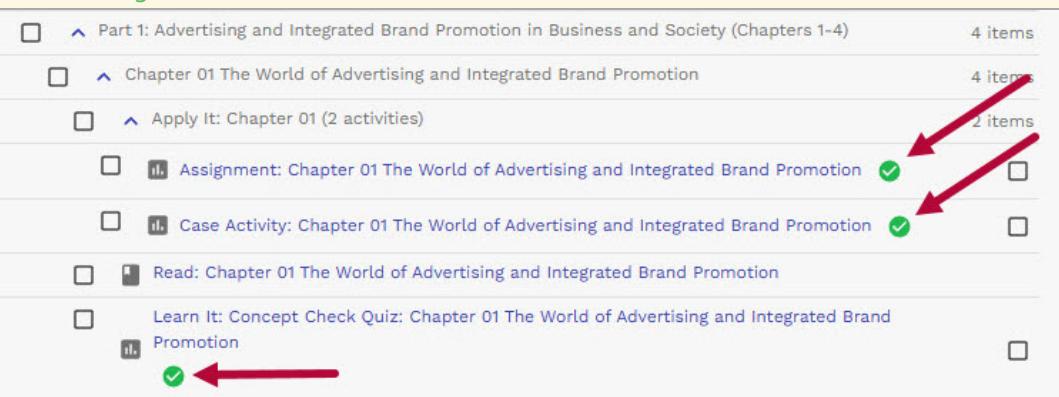
Add Activity



The screenshot shows the 'Add Activity' dialog box. At the top, there are back and forward navigation buttons, a 'Cengage' logo, and an 'EXIT' button. The main content area is titled 'Homework Platform + eBook'. It displays the book cover of 'A Concise Introduction to Logic - 13th Edition' by Patrick J. Hurley and Lori Watson. Below the cover, the book title, authors, ISBN-13, platform (MindTap), license type (Student Purchase Required), and a 'SELECT CONTENT' button are visible. A red box highlights the 'SELECT CONTENT' button. At the bottom left of the dialog box is a 'Cancel' button.

3. From here, the steps will be the same as **Steps 9 through 11** in the previous section.

NOTE: Any content items which have already been deployed to your D2L course will have a circle with a green ✓ check next to them.



The screenshot shows a course navigation menu in D2L. The menu items are listed as follows:

- Part 1: Advertising and Integrated Brand Promotion in Business and Society (Chapters 1-4) (4 items)
- Chapter 01 The World of Advertising and Integrated Brand Promotion (4 items)
 - Apply It: Chapter 01 (2 activities)
 - Assignment: Chapter 01 The World of Advertising and Integrated Brand Promotion (✓)
 - Case Activity: Chapter 01 The World of Advertising and Integrated Brand Promotion (✓)
 - Read: Chapter 01 The World of Advertising and Integrated Brand Promotion
 - Learn It: Concept Check Quiz: Chapter 01 The World of Advertising and Integrated Brand Promotion