



# TEXTBOOK COST

IS A BARRIER TO SUCCESS.

**85%**      **43%**      **31%**      **100%**

of students said course materials expenses are more stressful than meals, healthcare, and housing.

skipped meals to pay for course materials

take fewer classes due to the high cost of textbooks

changed/dropped class because of the price of the book

Sources: 2018 Morning Consult Survey; 2015 2016 Student Watch Study (NACS), Campbell Rinker, May 2016 +/- 3% margin error

## WHY CENGAGE UNLIMITED?

**\$200M**

in student savings on course materials since August 2018 through March 2020.

**8** OUT OF **10**

instructors would recommend Cengage Unlimited due to its low cost

**9** OUT OF **10**

students who already purchased Cengage Unlimited did so because of the savings benefits

Source: Student and instructor feedback for this study collected from Cengage Unlimited surveys conducted by Marketing and Market Research teams Fall 2018 through Spring 2020.

## EXAMPLES OF CENGAGE RESOURCES BEING UTILIZED FALL 2020

### COURSE: ANSC 100 INTRODUCTION TO ANIMAL SCIENCE

Animal Science Biology and Technology, 3rd Edition Author: Dr. Robert Mikesell; MeeCee Baker  
The Science of Animal Agriculture, 5th Edition Author: Ray V. Herren  
Equine Science, 5th Edition Author: Rick Parker, Ph.D.

### COURSE: ANSC 108 & ANSC 109 – LIVESTOCK EVALUATION AND LAB

The Art and Science of Livestock Evaluation, 1st Edition Author: Ray Herren  
Modern Livestock & Poultry Production, 9th Edition Author: Flanders and Gillespie  
Equine Science, 5th Edition Author: Rick Parker, Ph.D

# Cengage Unlimited

## Student Benefits

1

**Cost Savings:** Enjoy access to most required course material for \$119.99 per semester! Without a Cengage Unlimited Subscription, the average estimated expense for books per semester would be \$600.

2

**Simple Access:** Cengage Unlimited subscriptions can be accessed through Moodle & the subscription is billed directly to a student's account.

3

**Additional Resources:** Enjoy access to Cengage Unlimited's Career Center, College Success Center, and Study Tools.

4

**Lightweight & Portable:** Students have quick and portable access to every Cengage eTextbook and platform online 24/7. No need to carry around heavy textbooks. Cengage Unlimited can be accessed from a wide variety of mobile devices.

5

**Stellar Support:** The Cengage Unlimited student support team delivers answers and advice via 24/7 live phone, 1-800-354-9706, and chat support.

## Instructor Benefits

1

**Cost Savings:** Financial Aid does not cover the cost of textbooks. Cengage offers a much more affordable option to textbooks and other learning tools without an additional cost.

2

**Simple Access:** Cengage unlimited is accessible and easy to use. Everything is online and accessible through Moodle. Some of Cengage textbooks are even offered in other languages, which is a benefit to ESL learners.

3

**Customizable:** Cengage Unlimited can be customized for each instructor and class. Instructors are able to incorporate Cengage textbooks and learning tools as much or little as they like. Instructors can utilize multiple text resources for one course

4

**Features:** Cengage Unlimited includes lectures, activities, quizzes, and more to allow instructor flexibility and strengthen their learning 'tool-box'. Grade Utilization is also full customizable.

5

**Stellar Support:** Cengage Unlimited has wonderful and knowledgeable reps ready to help when needed!