

- If you are using a terminal in the Marketing Classroom use your W&M Username and Password to get onto the computer
- Log into Bloomberg-Use either WMINVEST1 or WMINVEST2 as the username and password. If you are using a terminal in the library this will be the first step
- Type BMC into the search bar, then select the first option-Bloomberg Marketing Concepts
- Read the overview, then go to 7) Sign Up. Hit continue as learner when the popup shows up
- Enter your information and create a password.
- Check the box next to Are you taking BMC as part of a group and enter the class code **L2N841HQJX**
- Agree to the terms of service
- Hit sign up
- An activation code will then be sent to your email. Enter the code on the next page
- Hit Access Course and then select Terminal
- Select a module to get started (you will need headphones)
- You can complete the modules in any order but I suggest that you go in the order they are given
- You can hit sign out to stop at any point and your progress will be saved
- When resuming select BMC from the search bar again, go to 8) Login and enter your email and password to continue