



# WSJ Professor Tools Guide

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THE WALL STREET JOURNAL.

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# Overview

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You can easily integrate the in-depth reporting of The Wall Street Journal into your classroom with our suite of professor tools. We offer a variety of tools that provides multiple ways for you to incorporate WSJ and connect real-world applications with course concepts. This professor guide provides more information on each tool.

# WSJ [CONTEXT]

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# Introduction

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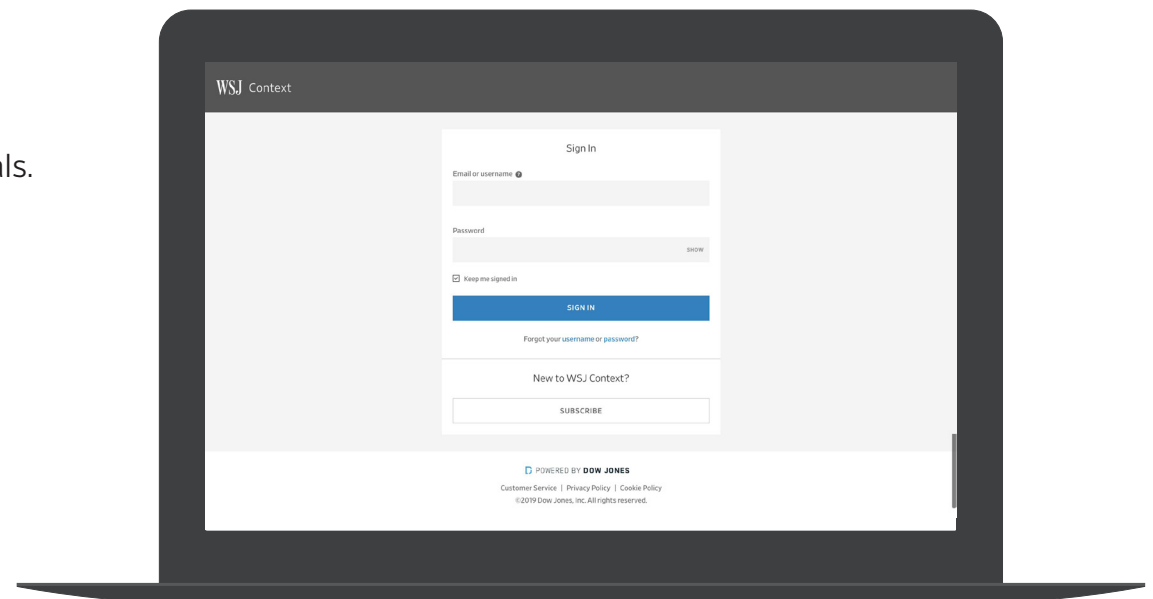
WSJ Context is a tool for professors to easily incorporate The Wall Street Journal into their classes. It allows professors to search for articles based on topics, add to reading lists and share with students.

The Context platform can be accessed by any student or faculty who have an active WSJ Education membership.

# Login

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Context can be accessed via <http://context.wsj.com>. If a user already has an active WSJ Education membership, the user can login using the same credentials.



# New Registration

If a user does not yet have an active WSJ Education membership, a subscription can be purchased through Context by clicking the subscribe button.

The screenshot shows the WSJ Context Sign In page. At the top, it says "WSJ Context". Below that is a "Sign In" section with a "Sign In" button. There are input fields for "Email or username" and "Password" with a "SHOW" link. A checkbox labeled "Keep me signed in" is checked. Below the "Sign In" button is a link for "Forgot your username or password?". At the bottom of the page, there is a "New to WSJ Context?" section with a "SUBSCRIBE" button. The "SUBSCRIBE" button is highlighted with a red border, and a line points from the text "Subscribe Button" to it.

Subscribe Button

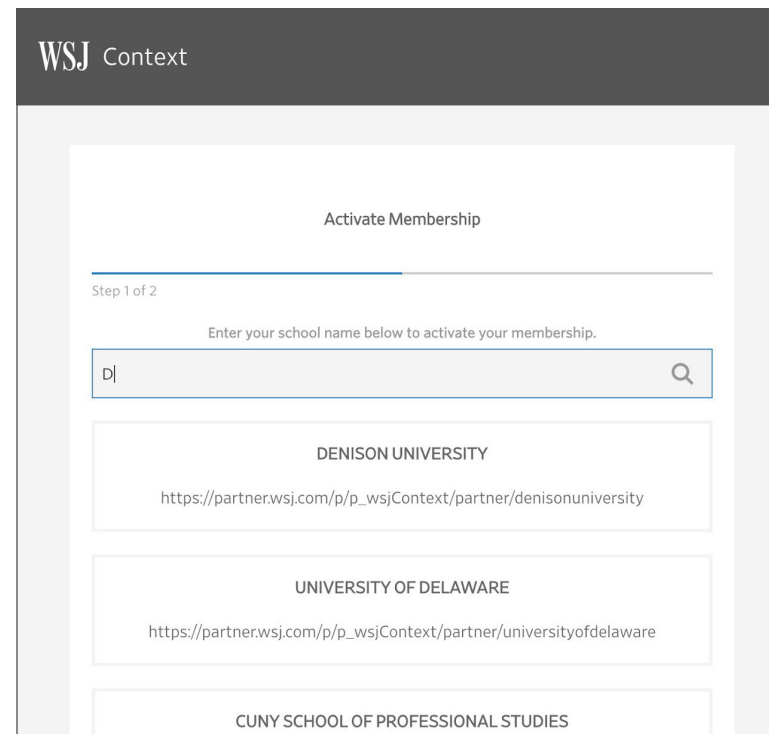
# New Registration

## Site License

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The user will be taken to the subscription page. If the user has a school-sponsored membership, the user can search for the school in the search bar.

The user will then go through the subscription process and be redirected back to Context once complete.



WSJ Context

Activate Membership

Step 1 of 2

Enter your school name below to activate your membership.

D

DENISON UNIVERSITY  
[https://partner.wsj.com/p/p\\_wsjContext/partner/denisonuniversity](https://partner.wsj.com/p/p_wsjContext/partner/denisonuniversity)

UNIVERSITY OF DELAWARE  
[https://partner.wsj.com/p/p\\_wsjContext/partner/universityofdelaware](https://partner.wsj.com/p/p_wsjContext/partner/universityofdelaware)

CUNY SCHOOL OF PROFESSIONAL STUDIES

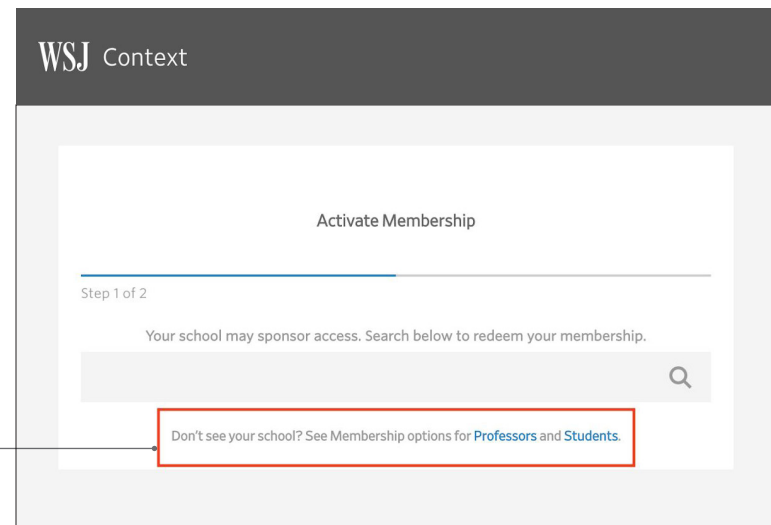


# New Registration

## Individual Subscription

If the user does not have a school-sponsored membership, they will need to select membership options appropriate for the user.

Membership Options



WSJ [CONTEXT]

# Professor Account Setup

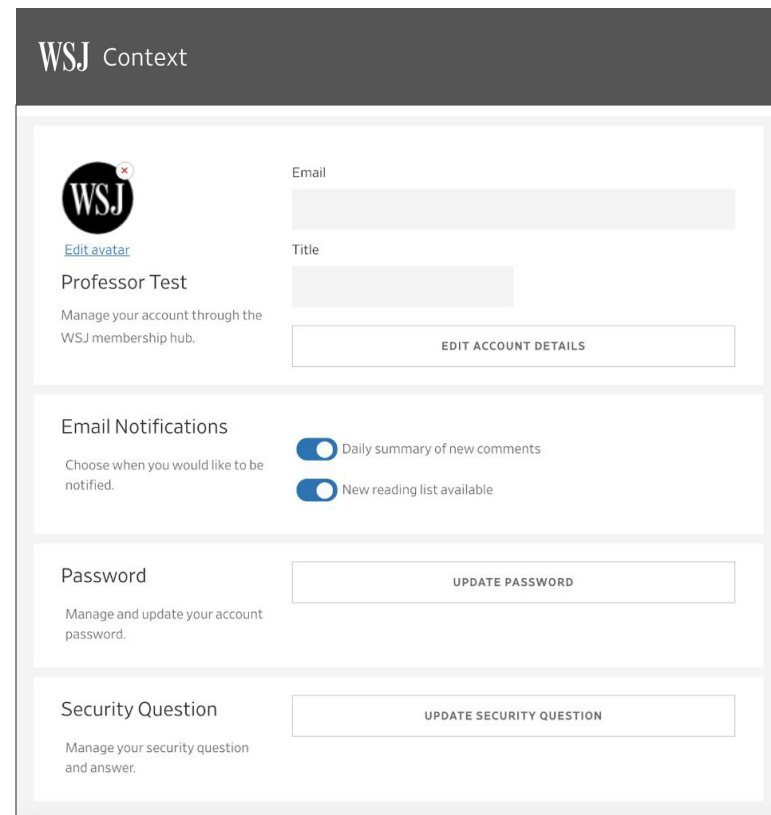
# Professor Account Setup

Upon logging in for the first time, a user can set up their account details by clicking the icon in the right hand corner and selecting "My Profile."



# Professor Account Setup

The “My Profile” area allows a user to manage their account details including their profile picture and email notification preferences.

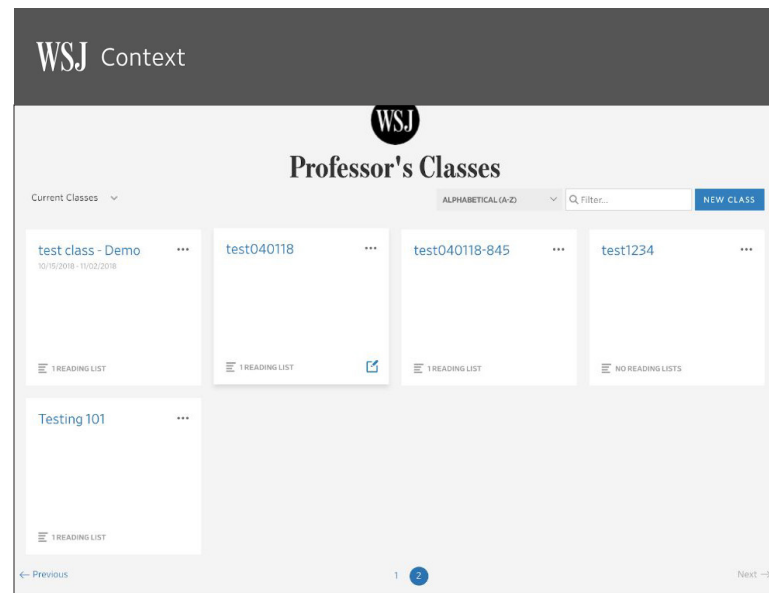


WSJ [CONTEXT]

Using Context

# Classes

A class in Context is the interactive platform created by a user and will contain all the reading lists for this course. Professor users send out invites to their students to join their classes.



# Classes

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To create a class, a professor user can select the “New Class” button on the right-hand side. This will pop up a new class modal where class details can be provided including the name of the course, a description and optional start and end dates. Then click “Create Class.” Users will be redirected to the main class page.

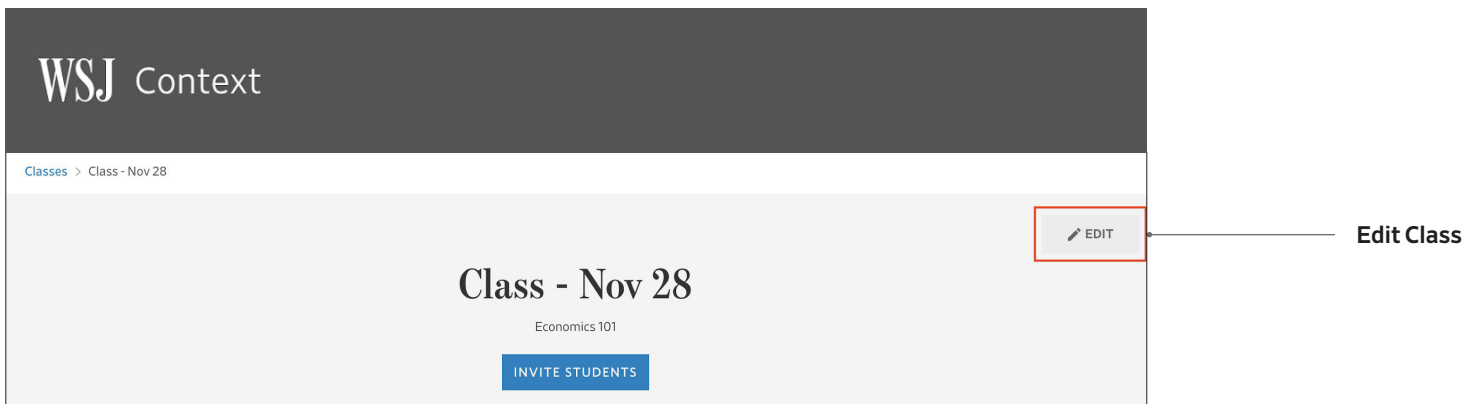
The screenshot shows a modal window titled "New Class" within the "WSJ Context" interface. The modal contains the following fields and controls:

- Title:** A text input field.
- Description:** A text area with a character count of "0/300".
- Start Date (optional):** A button labeled "Select Start Date".
- End Date (optional):** A button labeled "Select End Date".
- CREATE CLASS:** A prominent blue button at the bottom.
- Close:** A link at the bottom right to close the modal.

# Classes

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A professor user can click on any class they would like to edit.

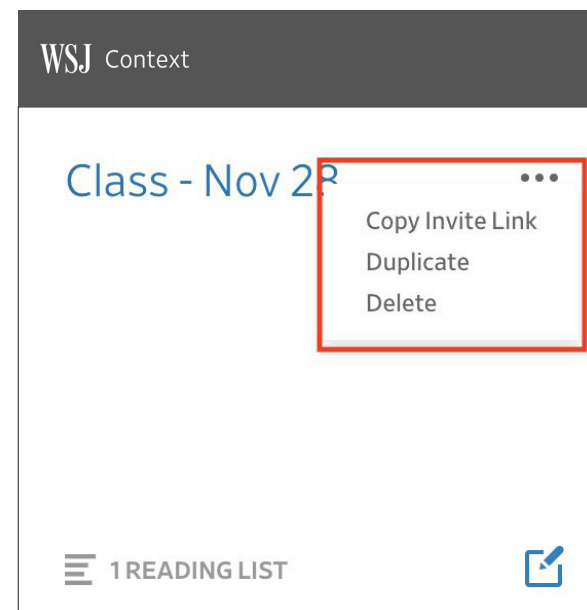




# Classes

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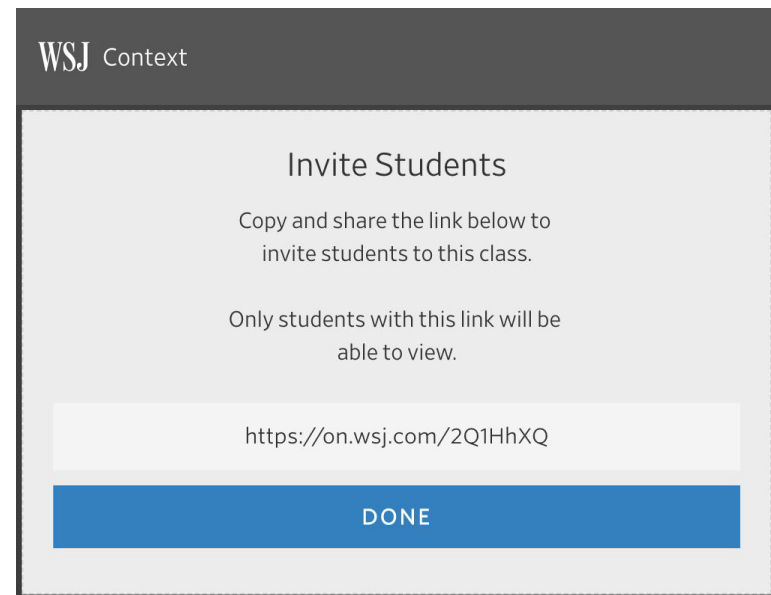
A professor user can also copy the invite link, duplicate the class or delete the class by clicking on the three dots in the right-hand corner of a class tile.



# Inviting Students

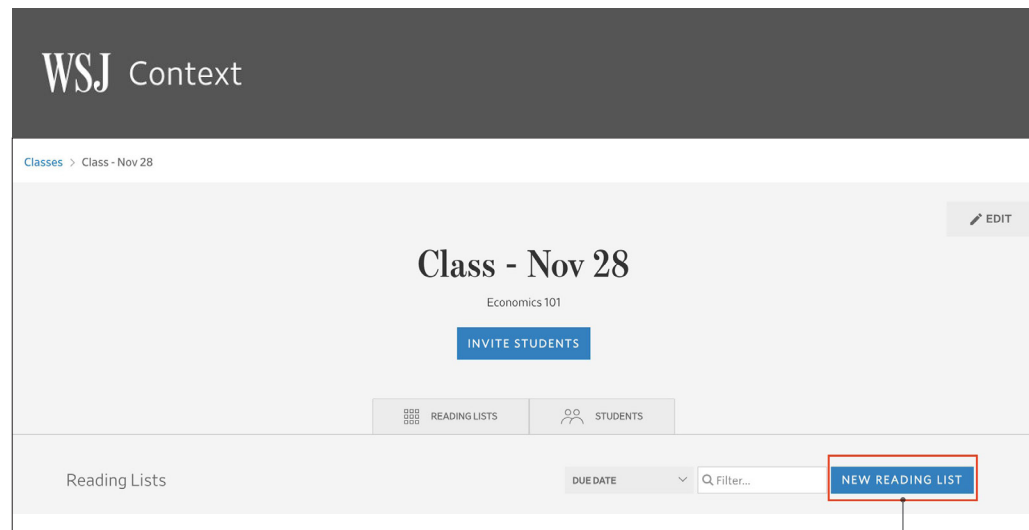
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Students can be invited to a class by clicking on the Invite Students button. A modal will pop up with an invite link that can be copied and pasted and shared with students via email or LMS.



# Reading Lists

To create a reading list, a user can navigate into a class and then click on the New Reading List button on the right-hand side.



New Reading List button

# Reading Lists

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A modal will pop up allowing a user to provide a name for the reading list, a description, an optional due date, a publish date and a message to students.

The screenshot shows a modal window titled "New Reading List" within the "WSJ Context" interface. The form contains the following fields:

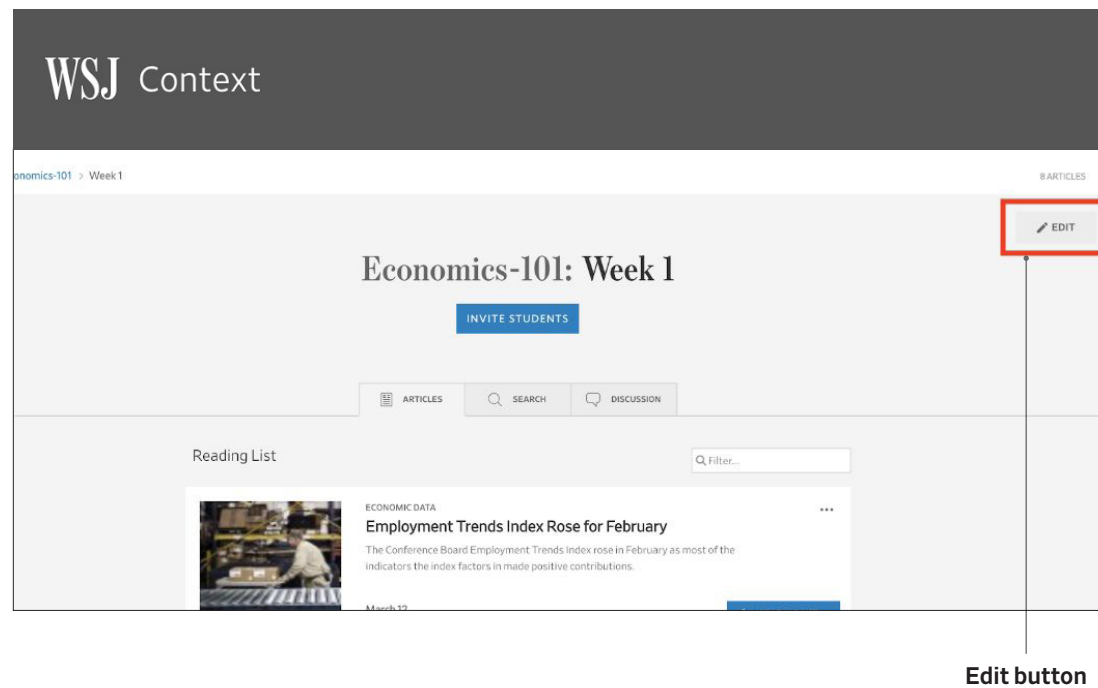
- Title:** A text input field.
- Description:** A text area with a character count of 0/300.
- Due Date (optional):** A date picker field with the text "Select date".
- Publish Date:** A date picker field showing "October 23, 2018" and a close button (X).
- Message:** A text area with a character count of 0/300.

At the bottom of the modal, there is a grey button labeled "CREATE READING LIST" and a blue link labeled "Close".

# Reading Lists

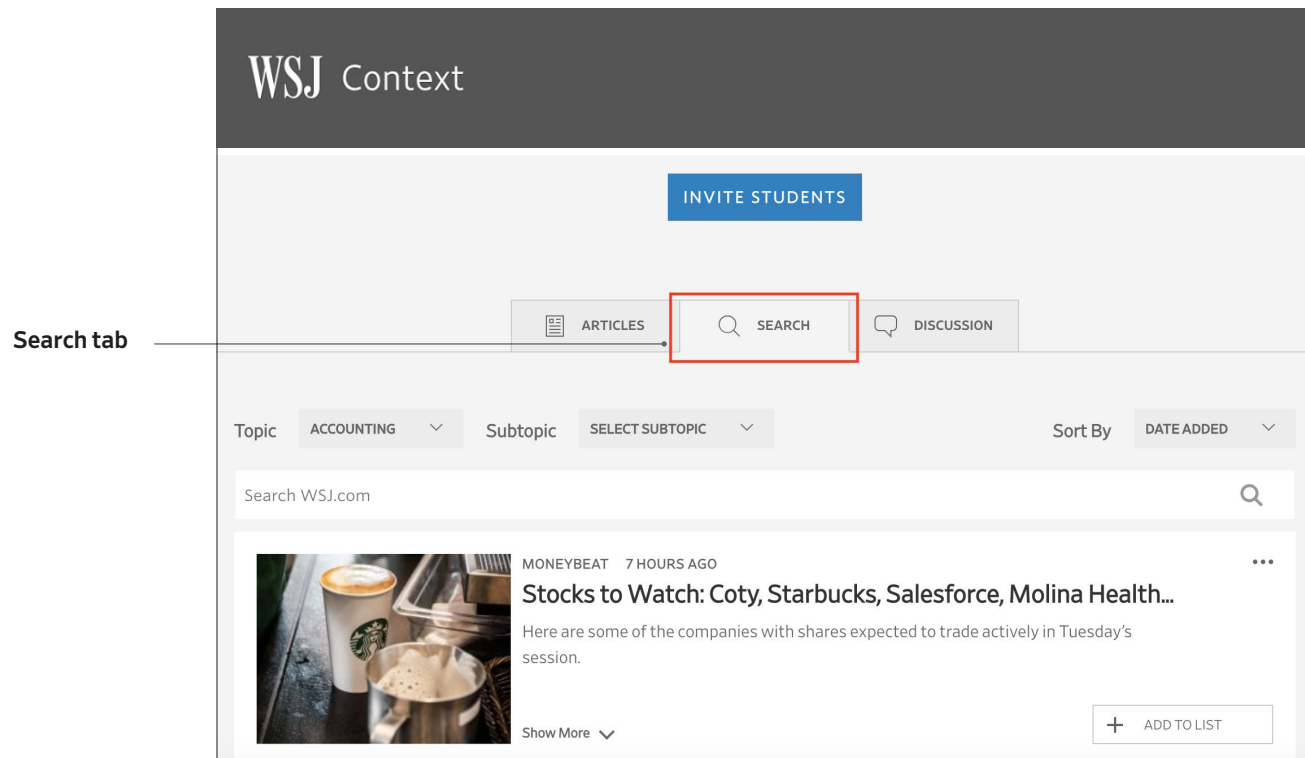
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Reading lists can be edited by clicking on the Edit button in the right-hand corner. Like Classes, reading lists can be duplicated or moved to different classes.



# Reading Lists

To find articles to add to a reading list, a user can click on the search tab within the reading list. Users can either select a topic and/or subtopic or use the search bar.



# Reading Lists

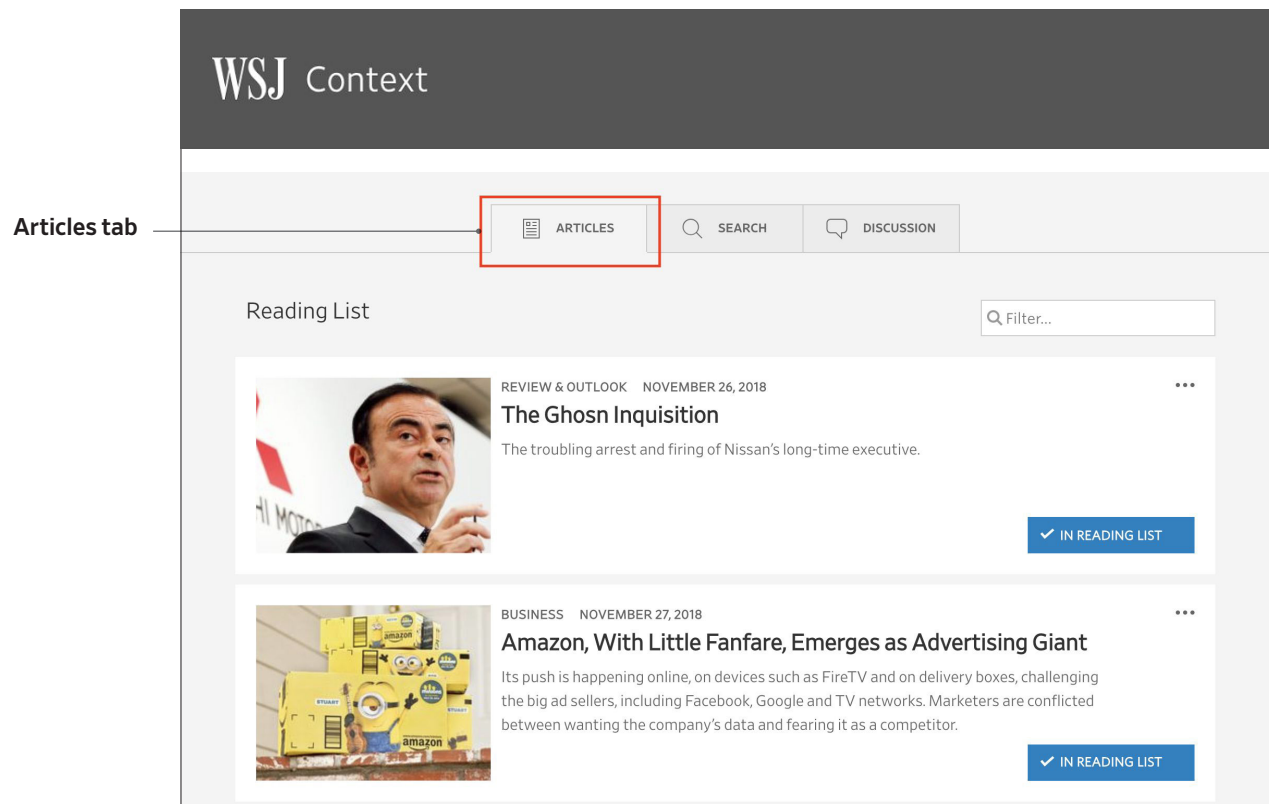
Users can click show more to view the first few paragraphs of the article.  
 To add to a reading list click on the Add to List button.

The screenshot shows a WSJ Context article snippet. At the top left is the 'WSJ Context' logo. Below it is a featured image of Starbucks coffee. To the right of the image, the text reads 'MONEYBEAT 8 HOURS AGO' followed by the article title 'Stocks to Watch: Coty, Starbucks, Salesforce, Molina Health...'. Below the title is a short paragraph: 'Here are some of the companies with shares expected to trade actively in Tuesday's session.' At the bottom left of the snippet is a 'Show Less' link with an upward arrow. At the bottom right of the snippet is a button with a plus sign and the text 'ADD TO LIST', which is highlighted with a red rectangular box. To the right of the box, a line points to the text 'Add to List button'.

Add to List button

# Reading Lists

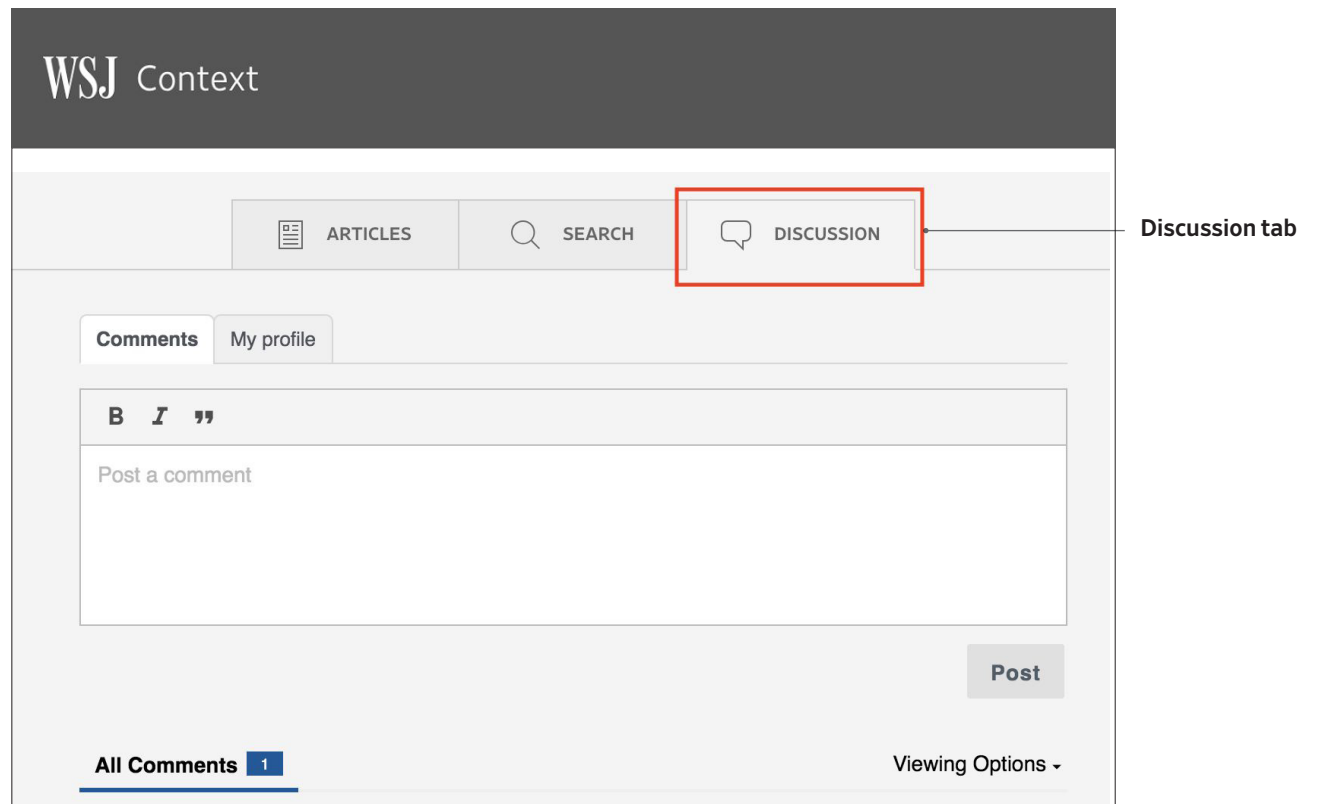
To see all the articles in a reading list, user can click on the articles tab.





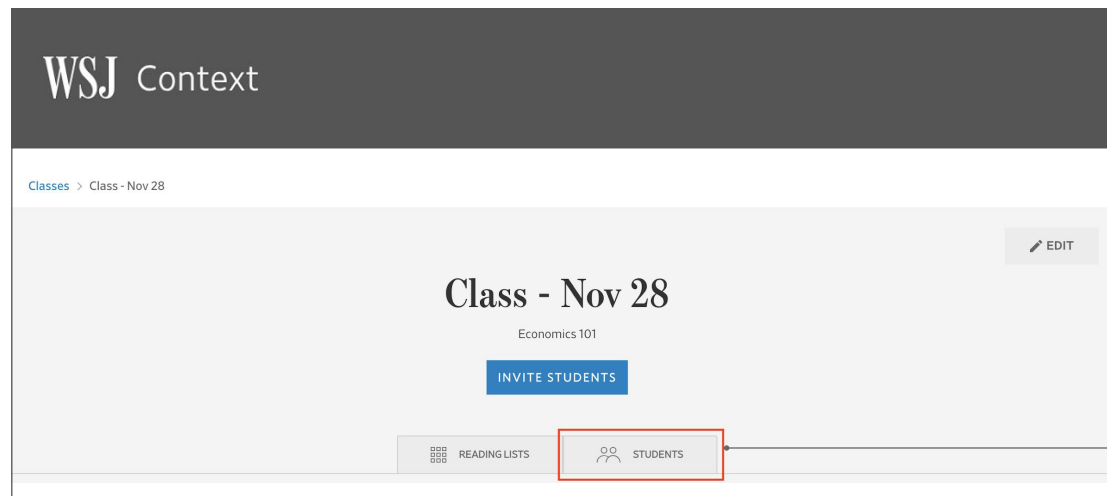
# Discussions

Users can also facilitate discussions on a reading list by using the Discussion tab. This allows users to share thoughts on the reading lists through comments, replies and likes.



# Managing Students

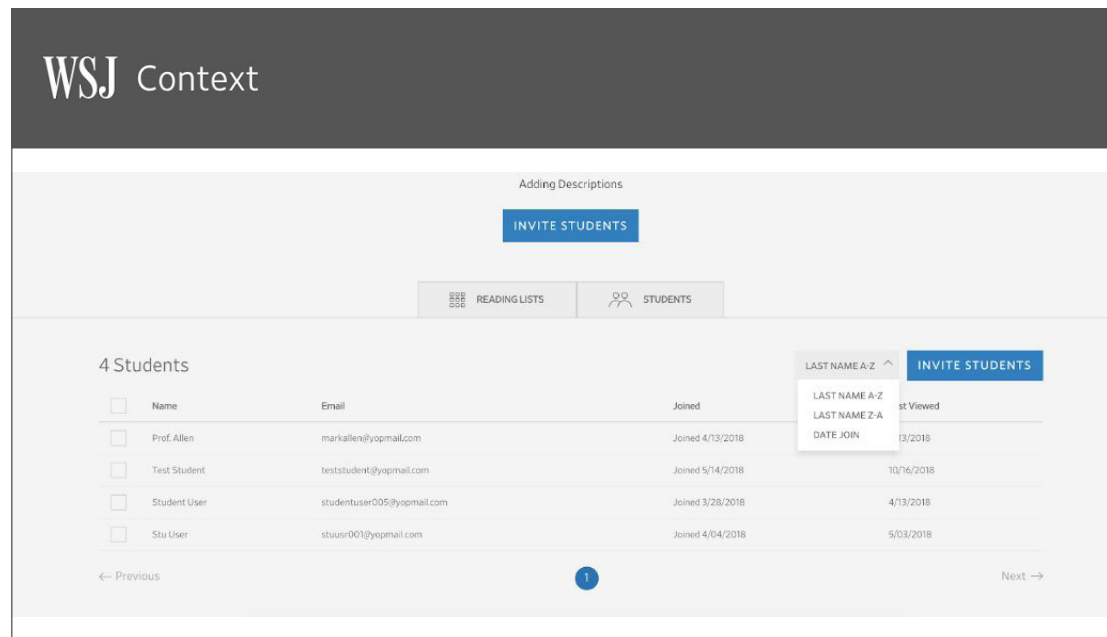
Professor users can see all the students that have joined their class by navigating to a class and clicking on the Students tab.



Students tab

# Managing Students

On this screen, professor users will be able to see the name, email and join date of their students as well as the last time each student viewed the class. Students can also be removed by selecting the checkbox next to their name.



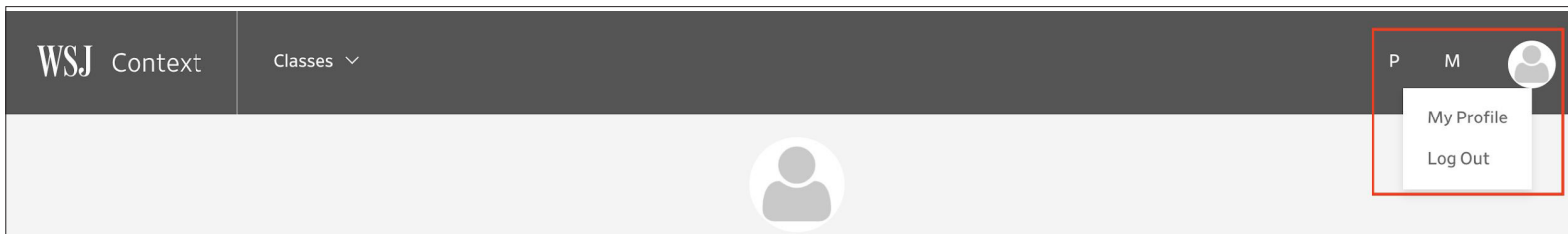
WSJ [CONTEXT]

# Student Overview

# Student Account Setup

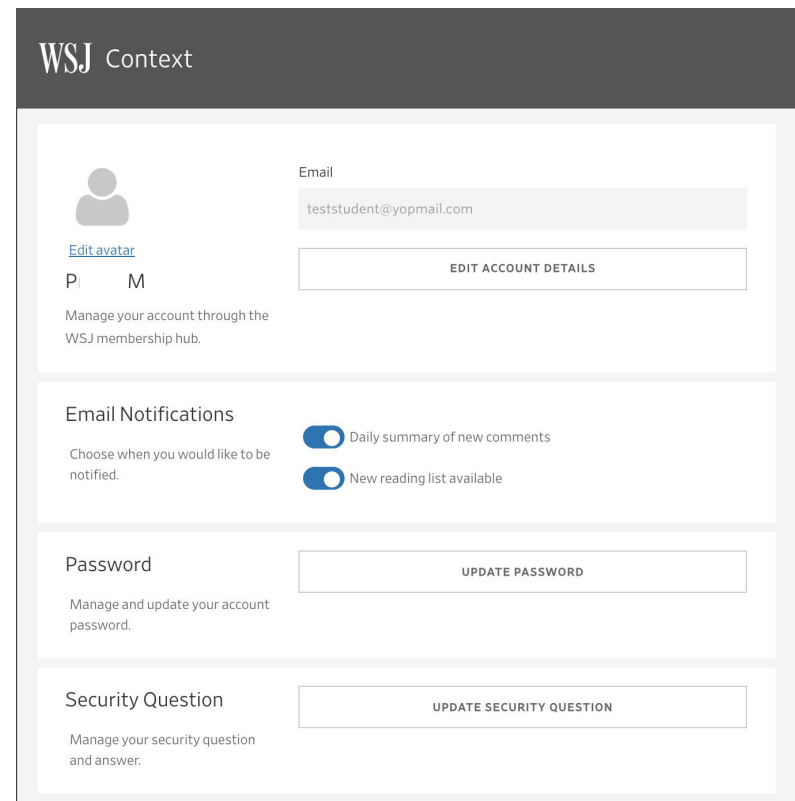
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Students can access any class they have been invited to. Upon logging in for the first time, a user can set up their account details by navigating to the icon in the right-hand corner and selecting “My Profile.”



# Student Account Setup

The “My Profile” area allows a user to manage their account details including their profile picture and email notification preferences.



WSJ [CONTEXT]

Help Center

# Help Center

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Frequently asked questions relating to Context are available in the Help Center available via the footer on every page.

[Customer Service](#) | [Privacy Policy](#) | [Cookie Policy](#) | [Help Center](#)

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# *The Assessment Tool*



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## **In this section**

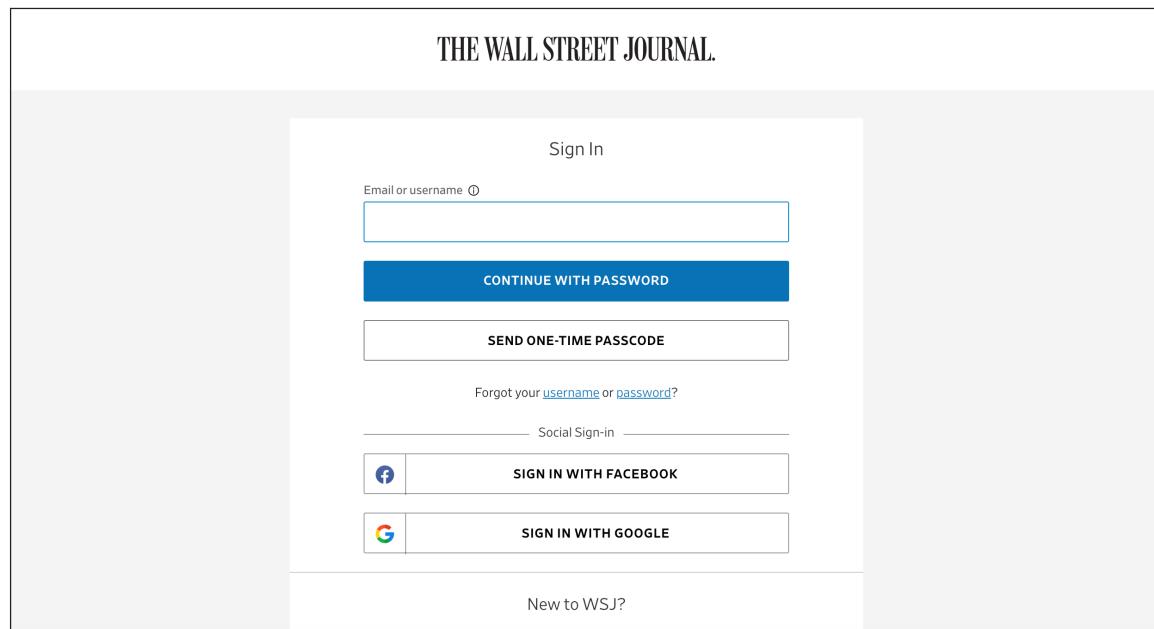
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# Sign up/Log in

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To access the WSJ Assessment Tool go to [assessments.wsj.com](https://assessments.wsj.com).

To create a WSJ Assessment Tool account, a professor will need to be a member of The Wall Street Journal and login with their WSJ.com credentials. If they are not a member yet, they will need to subscribe first.



The screenshot shows the 'Sign In' page for The Wall Street Journal. At the top, it says 'THE WALL STREET JOURNAL.' Below that is the 'Sign In' heading. There is a text input field for 'Email or username' with a help icon. Below the input field are three buttons: 'CONTINUE WITH PASSWORD' (blue), 'SEND ONE-TIME PASSCODE' (white), and 'Forgot your [username](#) or [password](#)?'. Underneath is a 'Social Sign-in' section with two options: 'SIGN IN WITH FACEBOOK' (with a Facebook icon) and 'SIGN IN WITH GOOGLE' (with a Google icon). At the bottom, there is a link for 'New to WSJ?'.

# Selecting Your Disciplines

Upon login, professors will be taken to their course page.

To get started: a professor will need to select the disciplines they would like to receive quizzes for—by navigating to the top right, clicking on the icon, and selecting “My Profile” from the drop down menu.

The screenshot shows the 'Professor's Courses' interface. At the top left, it says 'WSJ Assessment Tool'. At the top right, it says 'Professor Intron' with a 'WSJ' logo. Below this is a dropdown menu with options: 'My Profile', 'Go to Context Admin', 'Go to Weekly Review', 'Archived Courses', and 'Logout'. The main heading is 'Professor's Courses' with a 'WSJ' logo above it. Below the heading, it says '3 Courses' and has a search bar 'Filter by name ...' and a 'NEW COURSE' button. There are two dropdown menus for 'Discipline' (set to 'All Disciplines') and 'Term' (set to 'All Terms'). Below these are three course cards: 'Accounting' (FALL 21, ACCT MW), 'Business' (FALL 21), and 'Marketing' (SUMMER 21, MT MARKETING, ETHICS).

# Selecting Your Disciplines

View the list of disciplines: professors can add/remove disciplines by clicking on the toggle button.

The screenshot displays the 'Profile Details' page for a WSJ Professor. The page includes sections for Name, Email, Profile Details, Password, Security Question, Email Notifications, and Disciplines. The 'Disciplines' section is highlighted, showing a list of subjects with toggle buttons. The 'Accounting' toggle is off, while all other toggles are on.

Discipline	Status
Accounting	Off
Ethics	On
Finance	On
Human Resource & Organizational Behavior	On
Law	On
Leadership	On
Marketing	On
Microeconomics	On
Strategic Management	On

# Creating Course and Classes

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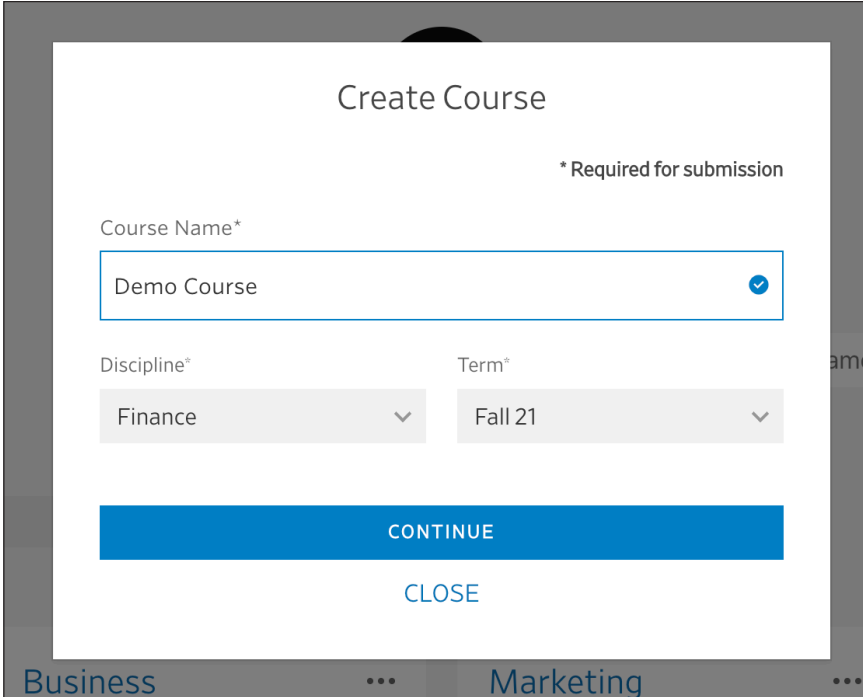
To create a new course, click the blue “New Course” button.

The screenshot displays the 'Professor's Courses' page within the WSJ Assessment Tool. The top navigation bar includes 'WSJ Assessment Tool' on the left and 'Professor Intron WSJ' on the right. The main content area features the WSJ logo and the title 'Professor's Courses'. Below the title, it indicates '3 Courses'. A search bar with the placeholder text 'Filter by name ...' is positioned to the right of the course count. A prominent blue button labeled 'NEW COURSE' is located to the right of the search bar. Below these elements are two dropdown menus: 'Discipline' with 'All Disciplines' selected and 'Term' with 'All Terms' selected.

# Creating Course and Classes

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A modal will pop up. To fill in the Course Name, Discipline and Term, simply click “Continue.”



The screenshot shows a modal window titled "Create Course". At the top right, it says "\* Required for submission". Below this, there are three input fields: "Course Name\*" with a text box containing "Demo Course" and a blue checkmark icon; "Discipline\*" with a dropdown menu showing "Finance"; and "Term\*" with a dropdown menu showing "Fall 21". At the bottom of the modal, there are two buttons: a large blue "CONTINUE" button and a smaller "CLOSE" button. The modal is overlaid on a background that shows a navigation bar with "Business" and "Marketing" visible.

# Creating Course and Classes

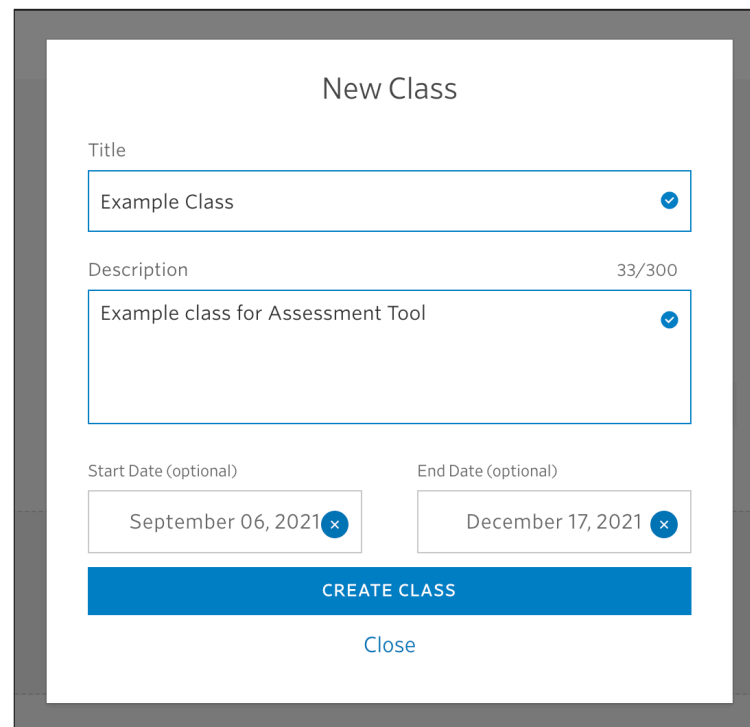
Professors will automatically be taken into Classes. Here, they can set up specific class sections for their course by selecting “New Class” button.

The screenshot shows the 'Professor's Classes' interface. At the top left, the header reads 'WSJ Assessment Tool'. At the top right, it says 'Professor Introne' next to a circular 'WSJ' logo. Below the header, a breadcrumb trail shows 'Courses > Demo Course'. The main content area features a large circular 'WSJ' logo and the title 'Professor's Classes'. Below the title, there is a 'Current Classes' dropdown menu. To the right, there is a filter dropdown set to 'ALPHABETICAL (A-Z)', a search input field with the placeholder 'Filter..', and a blue 'NEW CLASS' button. The main content area is currently empty, displaying the message 'No Classes' and a note: 'We didn't match any channels. Try a different filter or search.'

# Creating Course and Classes

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Another modal will pop up. To fill in the Class Name, Description and Start and End dates, simply click "Create Class."



The image shows a modal window titled "New Class" with the following fields and controls:

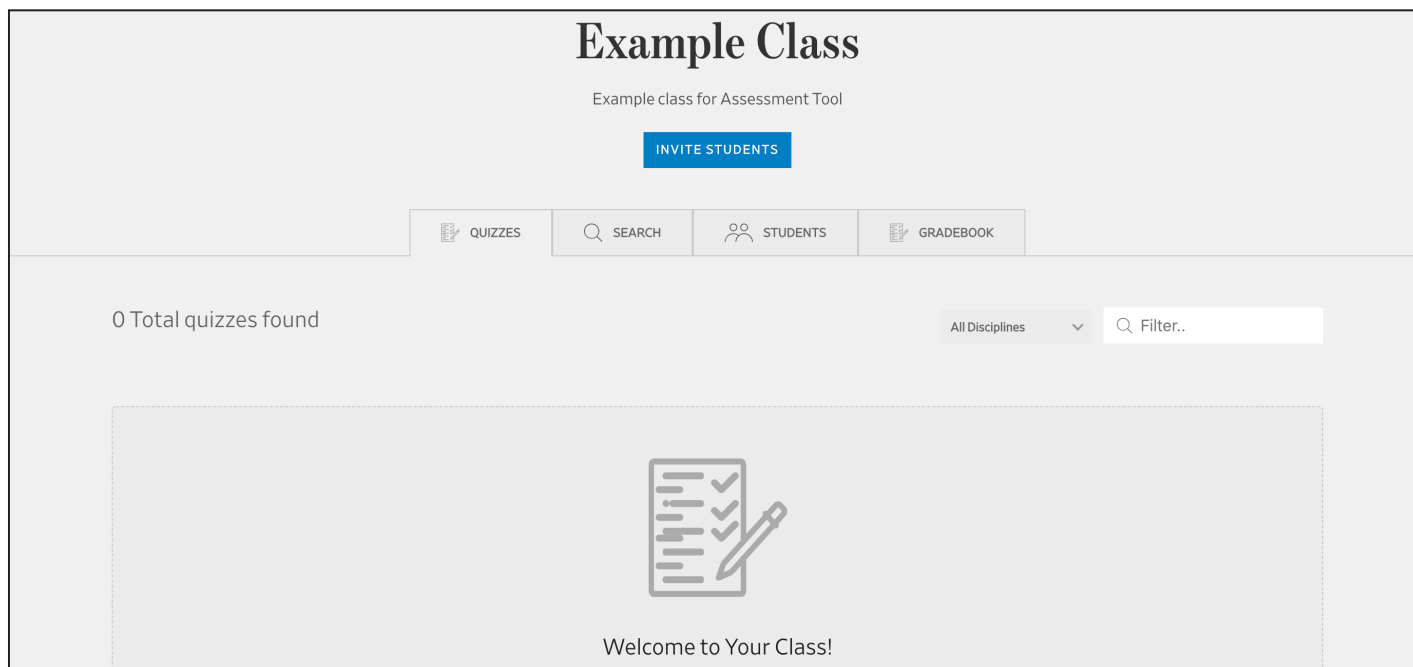
- Title:** A text input field containing "Example Class" with a blue checkmark icon on the right.
- Description:** A text area containing "Example class for Assessment Tool" with a blue checkmark icon on the right. A character count "33/300" is visible in the top right corner of the text area.
- Start Date (optional):** A date picker field showing "September 06, 2021" with a blue 'x' icon to clear the date.
- End Date (optional):** A date picker field showing "December 17, 2021" with a blue 'x' icon to clear the date.
- Buttons:** A prominent blue button labeled "CREATE CLASS" and a smaller "Close" link below it.



# Creating Course and Classes

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Professors will then be taken into that class section. From there, they can view Quizzes, Search, Students and Gradebook tabs.



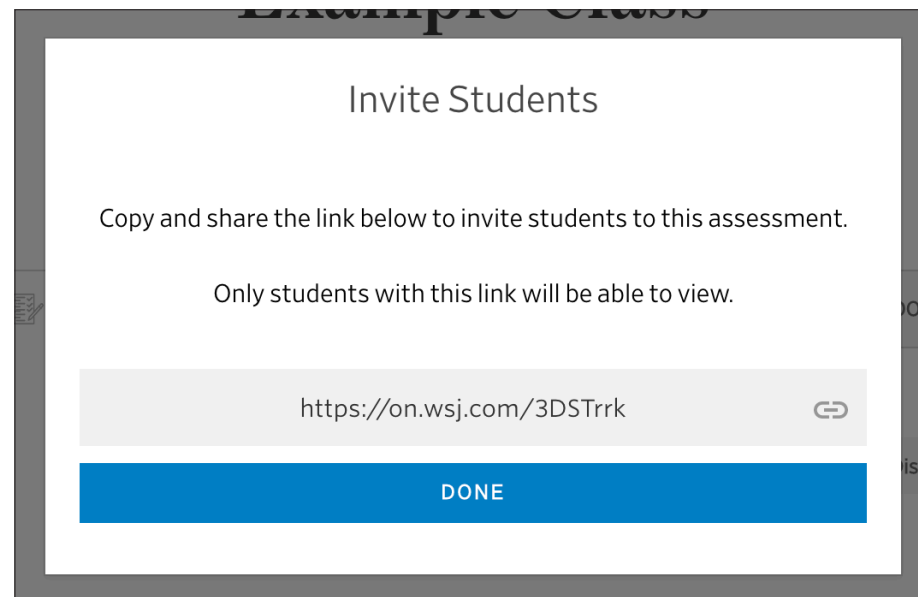
# Creating Course and Classes

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Invite Students by copying the Link and sharing via email / LMS, etc.

This Invite Link is a unique for each class section.

Click “Done” to continue.



# Managing Students

Professors can navigate to the “Students” tab to view all the students who have joined that class. If a professor needs to remove a student or reassign a quiz they can click on the three dots next to the student’s name to bring up the menu.

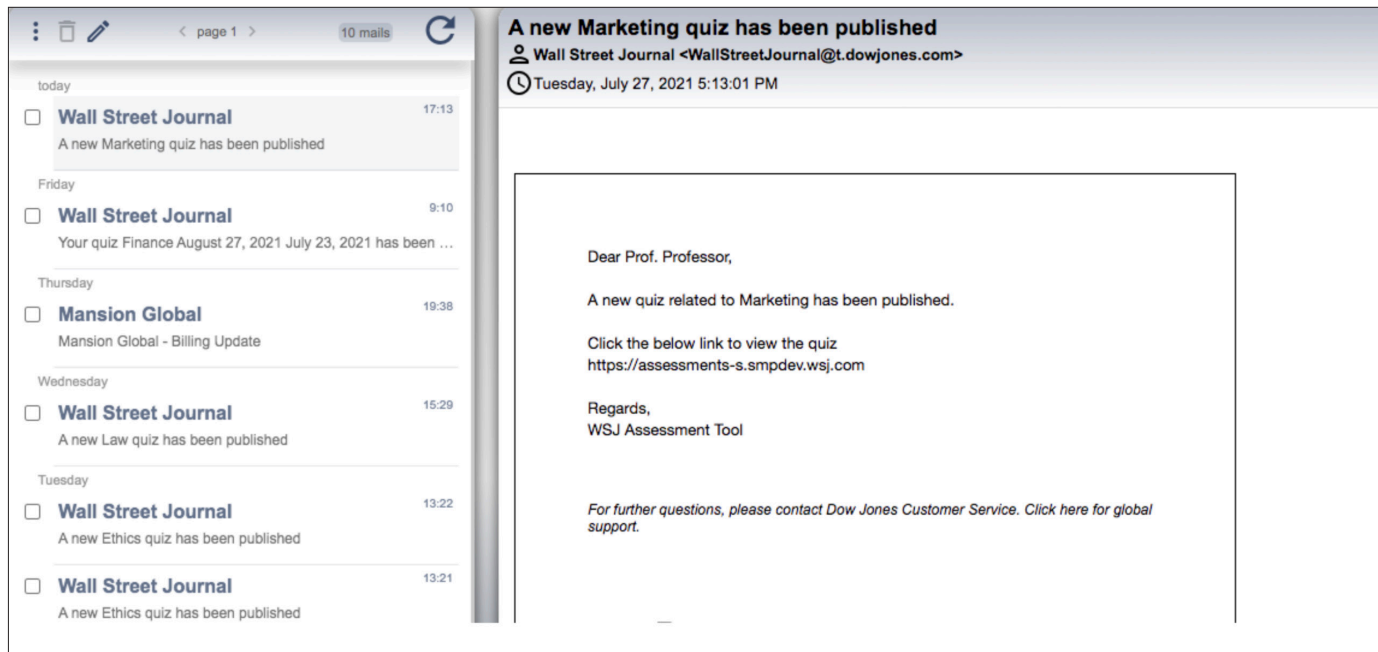
The screenshot shows the 'Students' tab for the 'MT Marketing' course. The breadcrumb trail is 'Courses > Marketing > MT Marketing > Students'. The course title 'MT Marketing' is prominently displayed with an 'EDIT' button. Below the title is an 'INVITE STUDENTS' button. A navigation bar contains 'QUIZZES', 'SEARCH', 'STUDENTS', and 'GRADEBOOK' tabs. The 'STUDENTS' tab is active, showing '1 Student' and a 'LAST NAME A-Z' dropdown menu. A table lists the student Pritish Mehra with his email, join date, and last visit date.

Name	Email	Joined	Last Visit	
Pritish Mehra	context.student@dowjones.com	Joined 8/30/2021	8/30/2021	...

# Assigning a Quiz

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Professors will be notified when a new quiz is published.



# Assigning a Quiz

---

All available quizzes will be added to a class section and assigned under the Search tab. Click the “Add to Class” button to assign it to a class section.

The screenshot displays the 'Example Class' interface. At the top, the title 'Example Class' is centered, with a subtitle 'Example class for Assessment Tool' and an 'INVITE STUDENTS' button. Below this is a navigation bar with tabs for 'QUIZZES', 'SEARCH', 'STUDENTS', and 'GRADEBOOK'. The main content area shows '6 Total quizzes found' with a filter set to 'Finance'. A search bar labeled 'Filter..' is present. Six quiz cards are displayed in a grid, each with a title, discipline, question count, and an 'ADD TO CLASS' button. The quizzes are:

- Finance - July 30, 2021 ... (10 QUESTIONS)
- Finance August 6, 2021 ... (10 QUESTIONS)
- Finance August 13, 2021 ... (10 QUESTIONS)
- Finance - 8-20-21 ... (10 QUESTIONS)
- Finance - 8-27-2021 ... (10 QUESTIONS)
- Finance 9-3-2021 ... (10 QUESTIONS)

# Assigning a Quiz

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A new modal will pop up.

This will allow a professor to select if the quiz is time based, if questions show up in a random order, or if there will be a specific due date and time, as well as when answers should be made visible to students.

The screenshot shows a modal window titled "Finance - July 30, 2021". It contains the following settings:

- TIME BASED:** Radio buttons for "Yes" (unselected) and "No" (selected).
- Scramble order:** A toggle switch that is turned on.
- Start Date:** A date picker set to "September 09, 2021".
- Due Date:** A date picker set to "September 16, 2021".
- Time:** A time picker set to "10:28 AM".
- Answers:** Radio buttons for "YES - this will display the answer to each student as & when they complete the quiz" (unselected) and "NO - Provides answers only after the due date has passed" (selected).
- Button:** A blue button labeled "ASSGIN TO CLASS" (note the typo).

# Assigning a Quiz

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Assigned quizzes will show up under the quizzes tab.

The screenshot displays the 'MT Marketing' course page. At the top, there is a blue 'INVITE STUDENTS' button. Below this is a navigation bar with four tabs: 'QUIZZES' (selected), 'SEARCH', 'STUDENTS', and 'GRADEBOOK'. The main content area shows '1 Total quizzes found'. On the right, there is a dropdown menu set to 'All Disciplines' and a search filter box labeled 'Filter..'. A single quiz card is visible, titled 'Marketing 08\_27\_2021'. The card lists the following details: 'DISCIPLINE: MARKETING', 'DURATION: 00:00', and 'DUE: 9/03/2021'. At the bottom of the card, it indicates '9 QUESTIONS'.

# Assigning a Quiz

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The professor can remove a question from the quiz by clicking on the “Questions” link.

The screenshot displays the assessment tool's interface. At the top, there is a blue button labeled "INVITE STUDENTS". Below this, a navigation bar contains four tabs: "QUIZZES" (selected), "SEARCH", "STUDENTS", and "GRADEBOOK". The main content area shows "1 Total quizzes found". On the right, there is a dropdown menu set to "All Disciplines" and a search filter box labeled "Filter..". The quiz card for "Marketing 08\_27\_2021" is visible, with details: "DISCIPLINE: MARKETING", "DURATION: 00:00", and "DUE: 9/03/2021". At the bottom of the card, a red box highlights the "9 QUESTIONS" link, which is used to manage the quiz's content.



# Assigning a Quiz

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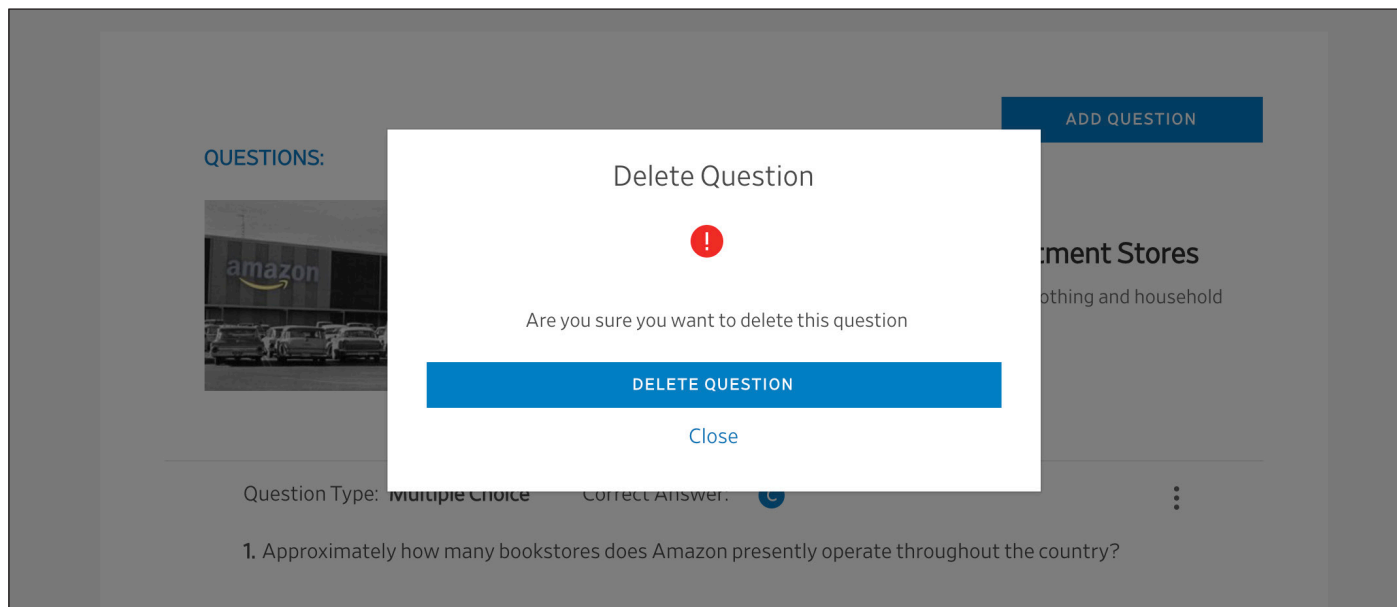
Professors can also click on any individual question or click on the “Delete” link.

The screenshot displays the assessment tool interface. At the top, there are three tabs: 'QUIZ', 'GRADEBOOK', and 'DISCUSSION'. Below the tabs, there is a 'QUESTIONS:' section with an 'ADD QUESTION' button. The main content area shows a question titled 'Amazon Plans Retail Locations Akin to Department Stores' with a sub-header 'BUSINESS 8/19/2021'. The question text reads: 'The online shopping pioneer wants a larger retail presence to sell clothing and household items and facilitate exchanges.' Below the question, it specifies 'Question Type: Multiple Choice' and 'Correct Answer: C'. The first question is: '1. Approximately how many bookstores does Amazon presently operate through'. A red box highlights the 'Delete' link next to this question. Below the question, there is a radio button labeled 'A None'.

# Assigning a Quiz

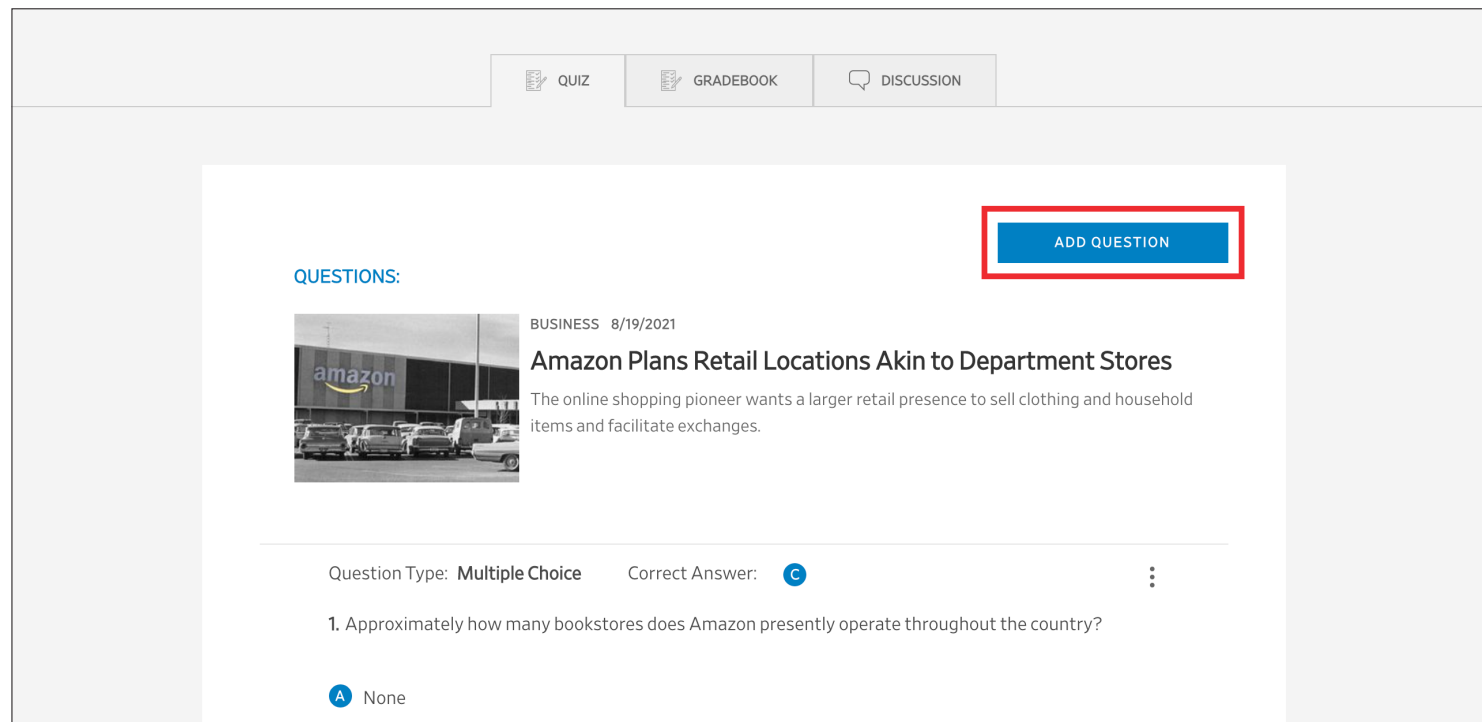
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A confirmation modal will pop up – before the selected question is deleted.



# Assigning a Quiz

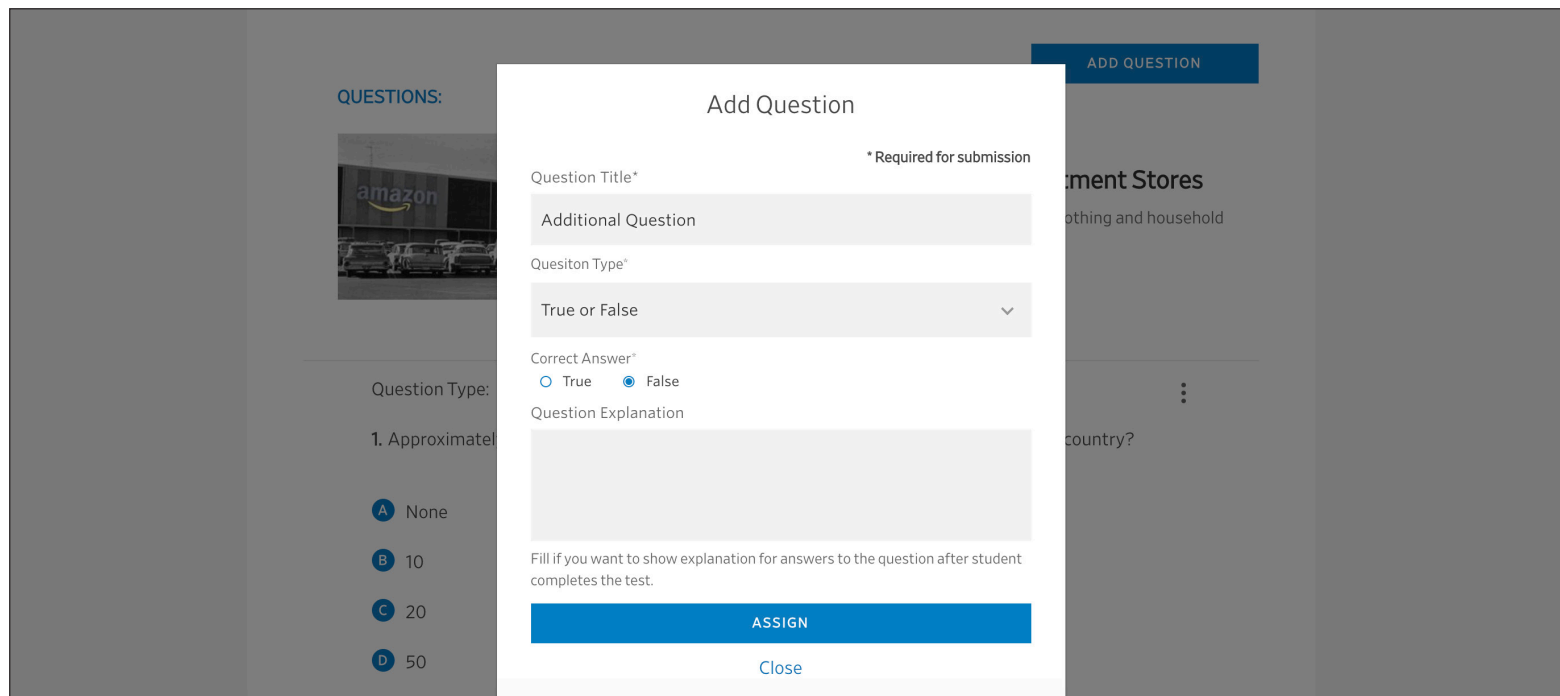
Professors can add a question to the quiz by clicking on the “Add Question” button.



The screenshot displays the assessment tool interface. At the top, there are three tabs: QUIZ, GRADEBOOK, and DISCUSSION. The QUIZ tab is active. Below the tabs, there is a blue button labeled "ADD QUESTION" which is highlighted with a red rectangular border. Below the button, the word "QUESTIONS:" is written in blue. To the left of the question text is a small image of an Amazon store. The question text reads: "Amazon Plans Retail Locations Akin to Department Stores" followed by a sub-headline: "The online shopping pioneer wants a larger retail presence to sell clothing and household items and facilitate exchanges." Below the question text, it says "Question Type: Multiple Choice" and "Correct Answer: C". A vertical ellipsis menu is visible to the right of the correct answer. Below the question text, there is a list of answer choices: "1. Approximately how many bookstores does Amazon presently operate throughout the country?" followed by "A None".

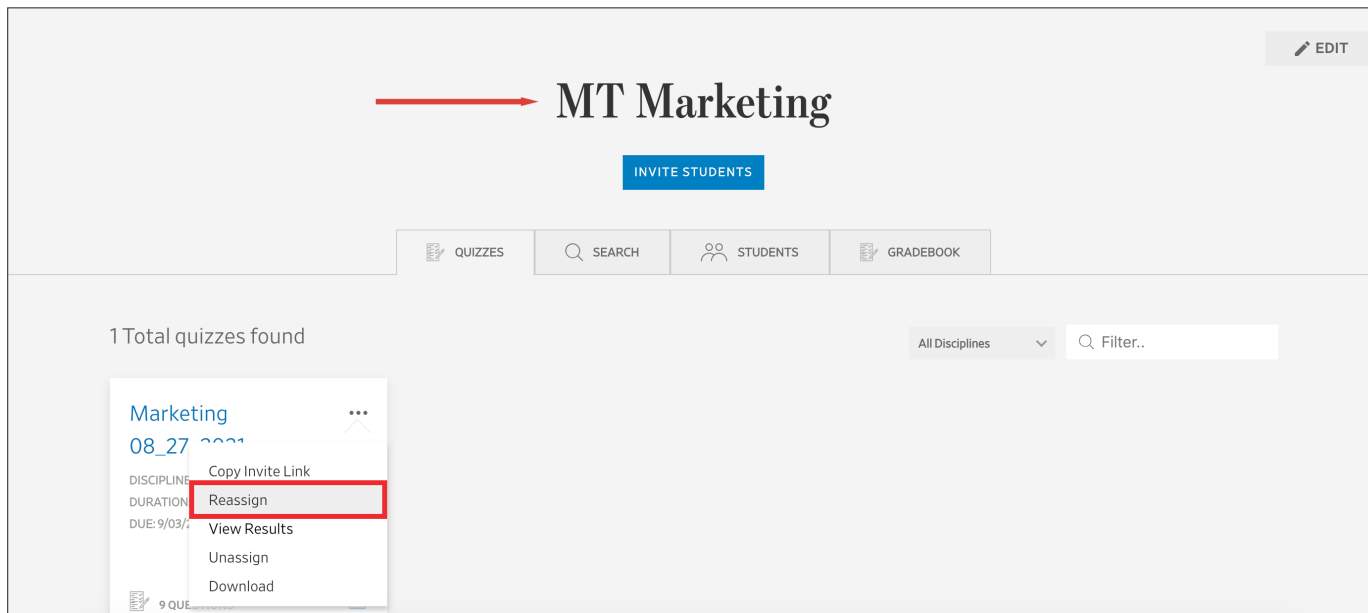
# Assigning a Quiz

The “Add Question” modal will display and the professor can add a new question.



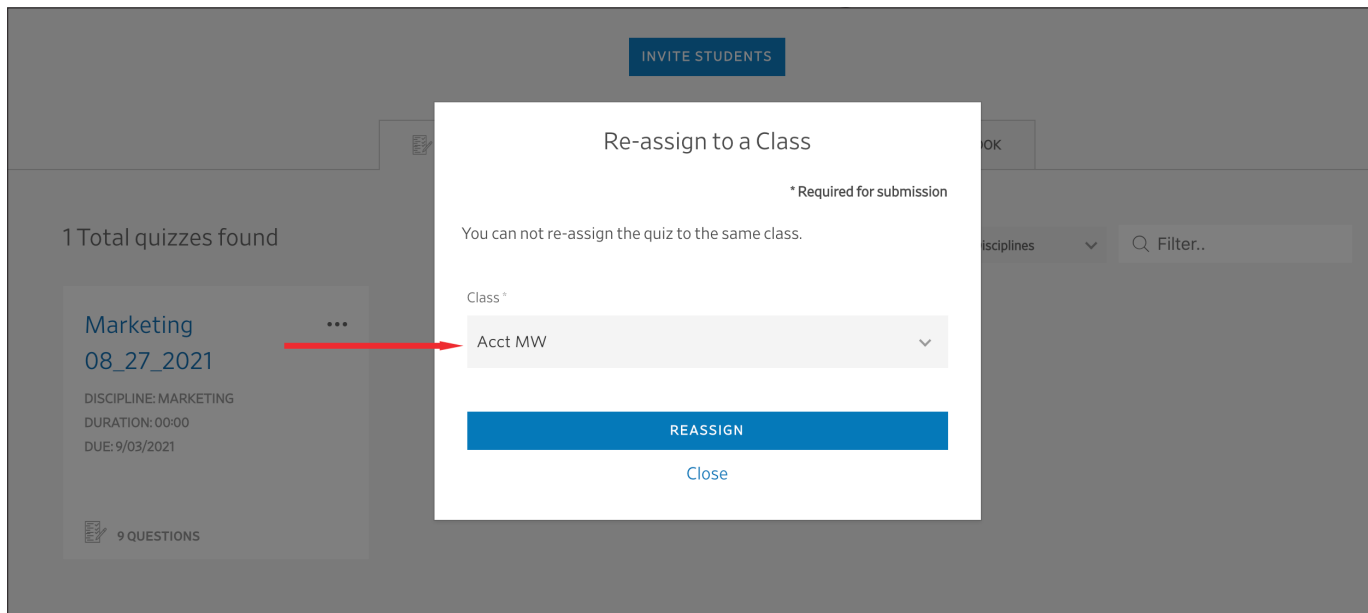
# Assigning a Quiz

To reassign a quiz from “Class-A” to “Class-B,” the professor can select the “Reassign” link on the Quizzes main page.



# Assigning a Quiz

A modal will pop up: This will allow professors to choose which class the quiz should be reassigned to. Professors can simply select a class from the dropdown by clicking “Reassign”. Note: The quiz cannot be reassigned to the same class. The Class dropdown will display the classes that only that professor has created.



# Assigning a Quiz

---

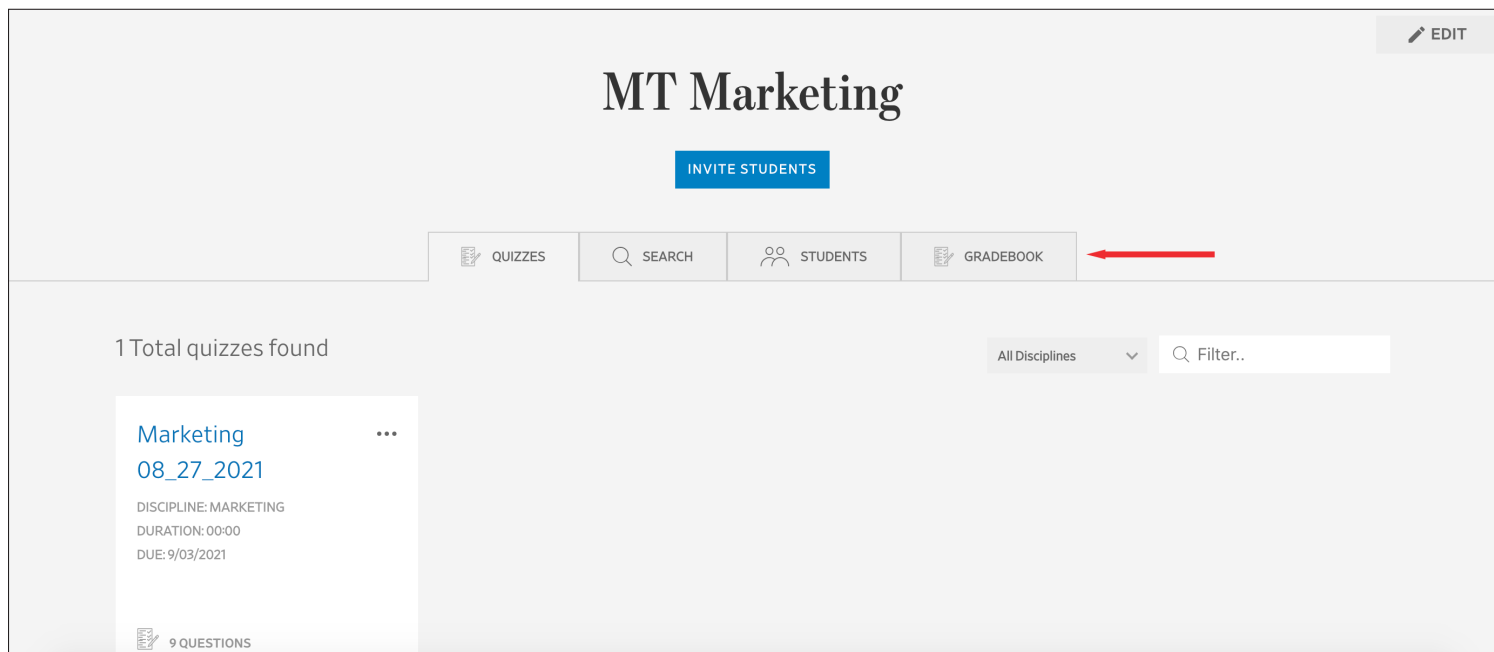
When a quiz is reassigned, the professor can view this quiz in the reassigned course page.

The screenshot displays a course page for "Acct MW". At the top right, there is an "EDIT" button. Below the course name, there is a blue "INVITE STUDENTS" button. A navigation bar contains "QUIZZES", "SEARCH", "STUDENTS", and "GRADEBOOK" tabs. The main content area shows "1 Total quizzes found" with a search filter set to "All Disciplines". A quiz card is displayed with the following details: "Marketing 08\_27\_2021", "DISCIPLINE: MARKETING", "DURATION: 00:00", "DUE: 9/03/2021", and "10 QUESTIONS". A red arrow points from the course name "Acct MW" to the quiz card, and another red arrow points from the quiz card to the left.

# Reviewing Grades

---

To view the test results, professors need to click on the “Gradebook” tab.





# Reviewing Grades

User can view the grades for “All Quizzes” and “All Students.” Additionally, professors can dive deeper by choosing a specific “Quiz” or “Student.”

MT Marketing

INVITE STUDENTS

QUIZZES SEARCH STUDENTS GRADEBOOK

Total quizzes found

Quiz Student

All Quizzes All Students

Quizzes

1. Marketing 08\_27\_2021

	Quiz 1	STUDENT TOTAL	STUDENT % CORRECT
Pritish Mehra	2/9	2/9	22%
CLASS CORRECT	2/9	2/9	22%

# Reviewing Grades

To view the results for an individual quiz, click “View Results” at the specific quiz level.

The screenshot displays the assessment tool's interface. At the top, there is a blue button labeled "INVITE STUDENTS". Below it is a navigation bar with four tabs: "QUIZZES" (selected), "SEARCH", "STUDENTS", and "GRADEBOOK". The main content area shows "1 Total quizzes found". On the right, there is a dropdown menu set to "All Disciplines" and a search box labeled "Filter..". A quiz card for "Marketing" is visible, showing the date "08\_27\_2021" and a due date of "9/03/21". A dropdown menu is open over the card, listing options: "Copy Invite Link", "Reassign", "View Results" (highlighted), "Unassign", and "Download". The card also indicates "9 QUESTIONS".

# Reviewing Grades

This is the Results/Gradebook page for an individual quiz.

	Q #1	Q #2	Q #3	Q #4	Q #5	Q #6
CORRECT ANSWER	C	A	C	C	C	C
Pritish Mehra	✗	✗	✓	✓	✗	✗
CLASS CORRECT	0/1	0/1	0/1	0/1	0/1	0/1
CLASS %	0%	0%	0%	0%	0%	0%
AVERAGE	-	-	-	-	-	-

# Student Flow

---

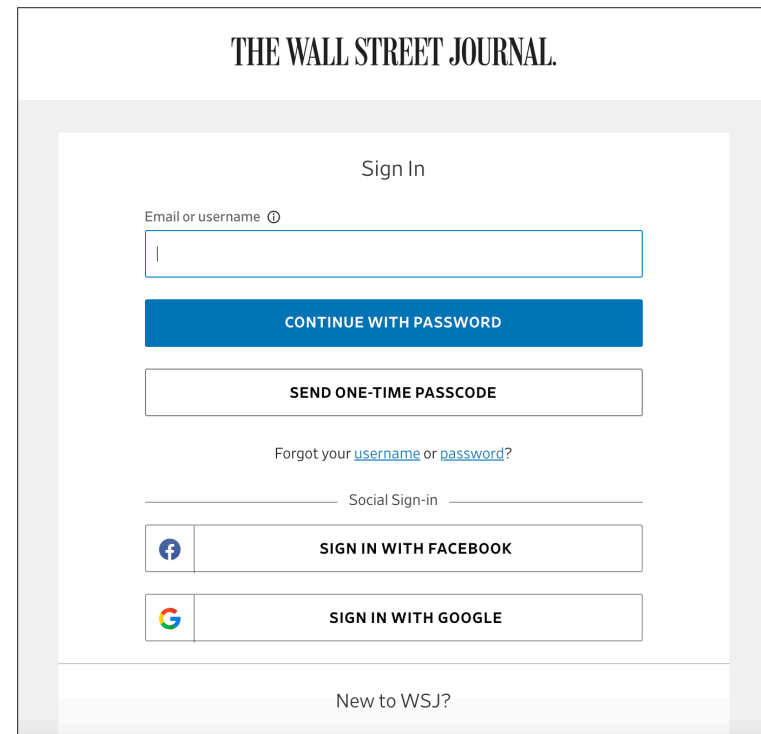
1. The student will receive an invite link to the Assessment Tool to view the Quizzes that has been assigned to them.
2. If a student is not registered with a WSJ.com student membership then:
  - The student will be required to register first
  - Post-registration, the student can login via [assessments.wsj.com](https://assessments.wsj.com) using WSJ.com credentials
3. If a student is already registered with a WSJ.Com membership then:
  - The student can login via [assessments.wsj.com](https://assessments.wsj.com) using WSJ.com credentials

# Sign up/log in

---

Students will be invited by their professors with a unique invite link and will need to login with WSJ.com credentials.

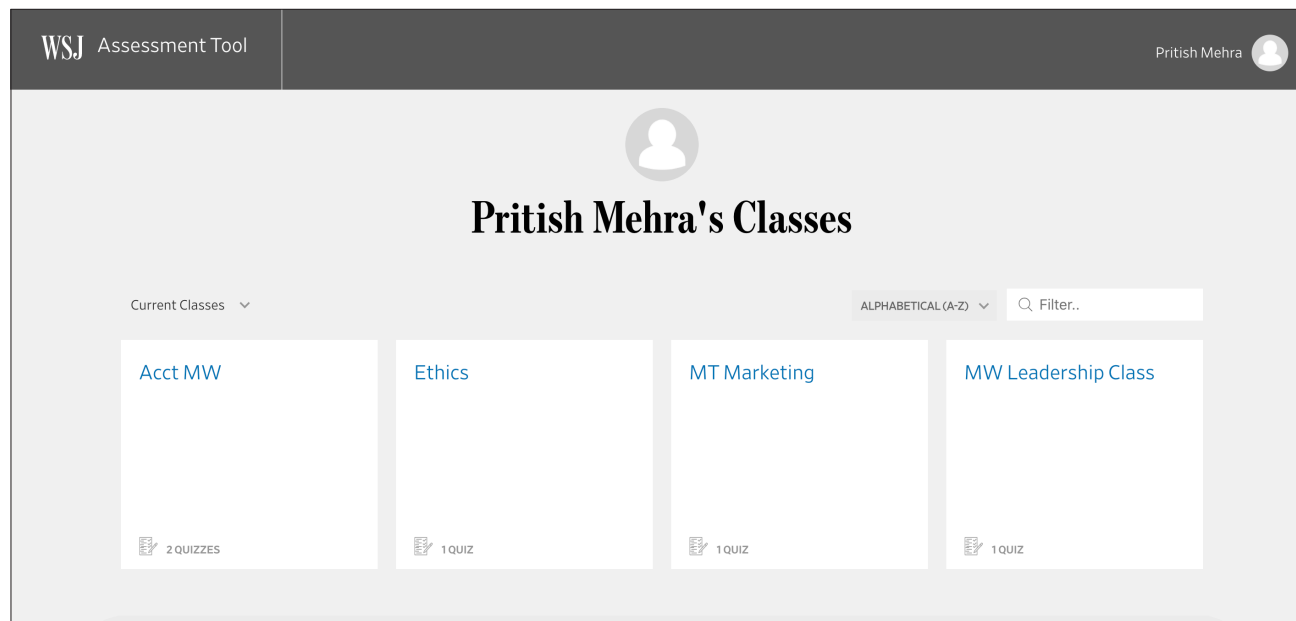
Students must subscribe to WSJ.com first in order to sign in.



The screenshot shows the WSJ Sign In page. At the top, it says "THE WALL STREET JOURNAL." Below that is the "Sign In" heading. There is a text input field for "Email or username" with a help icon. Below the input field are three buttons: "CONTINUE WITH PASSWORD" (blue), "SEND ONE-TIME PASSCODE" (white), and "Forgot your [username](#) or [password](#)?" (text). Below these is a "Social Sign-in" section with two buttons: "SIGN IN WITH FACEBOOK" (with Facebook icon) and "SIGN IN WITH GOOGLE" (with Google icon). At the bottom, there is a link for "New to WSJ?".

# Viewing and Taking a Quiz

When a student logs in, they will see all the classes they have been invited to and can click on any of them to view quizzes.



# Viewing and Taking a Quiz

Quiz pages show students all the quizzes they have been assigned and their status: Take Now, Complete or Expired. Student can click the three dots in the corner to take the quiz.

The screenshot shows a user interface for a student named Prithish Mehra. At the top, there is a profile icon and the text "Prithish Mehra's Quizzes". Below this, a summary shows "2 Total quizzes found". To the right, there are filters for "All Disciplines" and a search bar labeled "Filter..". Two quiz cards are displayed:

- Accounting Quiz, July 30, 2021**: Status is "COMPLETED". It was assigned by a professor in Accounting on 8/17/2021. The student has completed 1 out of 10 questions (1%).
- Marketing 08\_27**: Status is "TAKE NOW". It was assigned by a professor in Marketing on 8/30/2021. The student has completed 0 out of 10 questions (0%). A "Take Quiz" button is visible.

# Viewing and Taking a Quiz

---

Students will be taken to the overview page with instructions and links to the articles they need to read before taking the quiz. When ready, they can select “Start Quiz.”

Read carefully the following instructions

- Please keep in mind the time limits of each section using the timer on the quiz interface.
- When you use up your Maximun Allowed Time, your testing session will automatically end.
- Be sure to have read the articles listed below previously to take the quiz.

10 Total Questions

**Time to complete the quiz:** This quiz has no time limit

**WSJ Articles:**

- [Amazon Plans Retail Locations Akin to Department Stores](#)
- [Minimalist Phones Try to Give Users What They Need—Not Always What They Want](#)
- [‘Paw Patrol’ Tries for a Big Bite at the Box Office](#)
- [How a Billion-Dollar Farm-Tech Startup Stumbled, Then Revamped](#)
- [For Robot Trucks, Navigating Highways Is Just One Bump in the Road](#)

CANCEL START QUIZ



# Viewing and Taking a Quiz

Students can answer all the questions in their quizzes then submit. Note: If a quiz is not time-based, a student can't leave the page or else their current progress will be submitted.

This quiz has no time limit CLOSE

10 QUESTIONS REMAINING

1 2 3 4 5 6 7 8 9 10

1. Which of the following statements about Amazon's plans to open several retail locations in the U.S. is not true?

- A Some of the first stores are expected to be located in Ohio and California
- B The new retail spaces will be around 100,000 square feet
- C The company's private-label goods are expected to feature prominently
- D All of the above statements about Amazon's plans to open stores are true
- E An expanded store footprint would enable Amazon to offer consumers a bevy of items they could try out in person before deciding to buy

SKIP NEXT

# Viewing Results

Students can also view results by clicking the three dots then selecting “View Results”.

Note: The quiz must be completed and the professor must allow results to be viewed.

The screenshot displays a user interface for 'Prithish Mehra's Quizzes'. At the top center is a user profile icon. Below it, the title 'Prithish Mehra's Quizzes' is prominently displayed. On the left, a summary shows '2 Total quizzes found'. To the right, there are filters for 'All Disciplines' and a search bar labeled 'Filter..'. Two quiz cards are shown:

- Accounting Quiz, July 30, 2021**: Status 'COMPLETED', Professor | ACCOUNTING, Date Assigned: 8/17/2021, Completed On: 8/17/2021, Progress: 1/10 | 1%. A 'View Results' button is visible.
- Marketing 08\_27\_2021**: Status 'COMPLETED', Professor | MARKETING, Date Assigned: 8/30/2021, Completed On: 9/02/2021, Progress: 0/10 | 0%.

Each card also indicates '10 QUESTIONS'.


# Viewing Results

This is the Results page.

## Acct MW: Accounting Quiz, July 30, 2021

QUIZ GRADEBOOK DISCUSSION

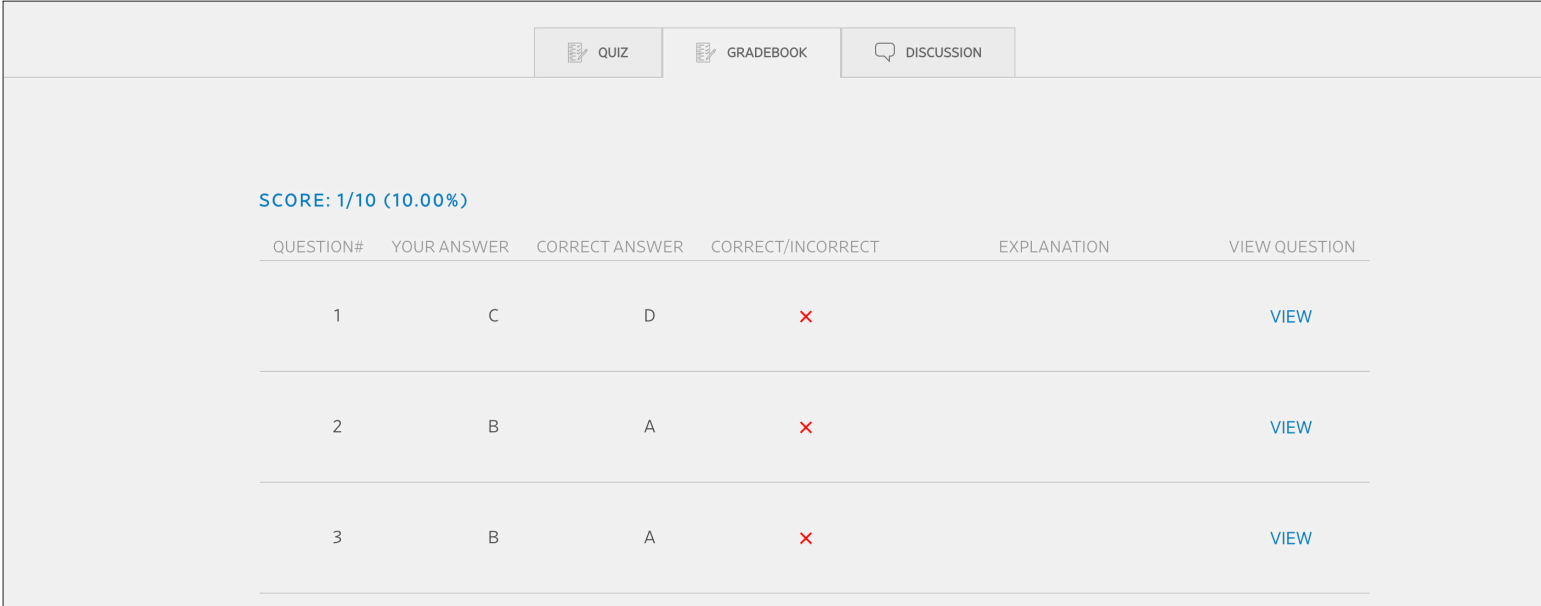
10 Total Questions  
# CORRECT ANSWER: 1/10  
% CORRECT: 10%  
QUESTIONS:

 7/22/2021  
Whirlpool Considering More Price Increases if Inflation Exc...

1. What factor(s) does the Whirlpool CFO Jim Peters say makes it easier to adjust prices based on current inflation rates than in the past when inflation reached this level?

# Viewing Results

Students can scroll to view whether or not their answers were correct for each individual question.



The screenshot shows a quiz results interface. At the top, there are three tabs: 'QUIZ', 'GRADEBOOK', and 'DISCUSSION'. Below the tabs, the score is displayed as 'SCORE: 1/10 (10.00%)'. A table follows, listing three questions. Each question row includes the question number, the user's answer, the correct answer, a 'CORRECT/INCORRECT' status (marked with a red 'X' for incorrect), and a 'VIEW QUESTION' link.

QUESTION#	YOUR ANSWER	CORRECT ANSWER	CORRECT/INCORRECT	EXPLANATION	VIEW QUESTION
1	C	D	✗		<a href="#">VIEW</a>
2	B	A	✗		<a href="#">VIEW</a>
3	B	A	✗		<a href="#">VIEW</a>

# Need More Help

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You can contact your WSJ Academic Coordinator with any set up questions.  
Fill out the form on our website to contact: [education.wsj.com/professor](https://education.wsj.com/professor)

*Weekly  
Review*



# The Weekly Review

Our Weekly Review newsletter is written by faculty contributors and covers 3–5 recent WSJ articles along with a classroom application and accompanying questions, delivered right to a subscriber’s inbox.

Receive weekly inspiration to help integrate The Wall Street Journal into your classes.

Benefits include:

- Lesson plans curated by a subject matter expert
- Easily engage students with thought-provoking questions
- Saves time on lecture prep
- Available in 9 disciplines

Sign up at [wsj.com/professorguideWR](https://www.wsj.com/professorguideWR)

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# Critical Thinking Resource



THE WALL STREET JOURNAL.



# Critical Thinking Resource

Curated by specialized faculty members, the Critical Thinking Resources provide relevant and timely articles and thought-provoking questions that you can use in assignments and quizzes, or engage students in discussions.

Current disciplines available include:

- General Business
- Marketing
- Finance
- Political Science
- Journalism
- Technology

Download at [wsj.com/professorguideCTR](https://www.wsj.com/professorguideCTR)

## Amazon Has Ceded Control of Its Site. The Result: Thousands of Banned, Unsafe or Mislabeled Products

**Reporter:** Alexandra Berzon, Shane Shifflett and Justin Scheck

**Reviewed By:** Brian Tietje, Cal Poly (San Luis Obispo)

**Date:** 8/23/19

**Topics:** Branding, customer relationship management

**Summary:** Just like other tech companies that have struggled to tackle misinformation on their platforms, Amazon has proven unable or unwilling to effectively police third-party sellers on its site. A Wall Street Journal investigation found 4,152 items declared unsafe by federal agencies, deceptively labeled or banned by federal regulators.

**Classroom Application:** You could challenge students, either individually or as teams, to write a persuasive memo or deliver an oral presentation (live or videorecorded) with a set of actionable recommendations to Amazon CEO Jeff Bezos to address the problems that have been identified in the WSJ investigation

### Questions:

1. In your own words, summarize the central findings of the WSJ investigation of products sold on Amazon.
2. What role do third-party sellers play in Amazon's overall success?
3. What actions has Amazon already put in place to try to reduce the number of products on its site that have been declared unsafe by federal agencies, are deceptively labeled or are banned by federal regulators?
4. What additional actions do you recommend that Amazon take to prevent the problems noted in #3?
5. If consumers become more aware of the problems noted in #3, what impact might that have on Amazon's brand and overall success?

*Continued on next page.*

THE WALL STREET JOURNAL.  
Read ambitiously

# Seminar Series



THE WALL STREET JOURNAL.

## Seminar Series

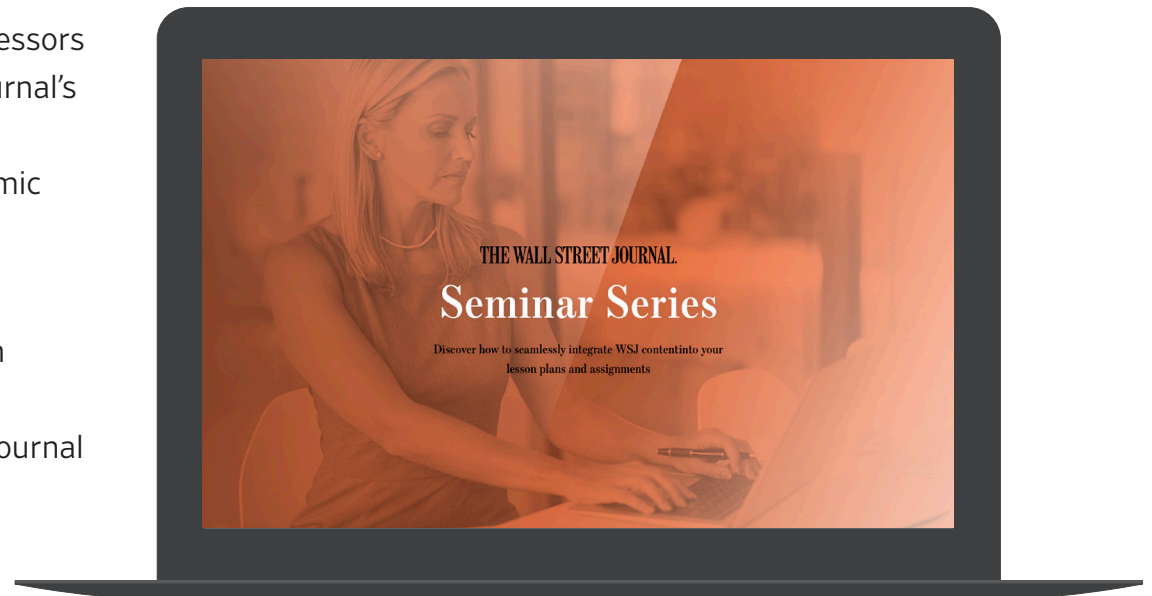
# Seminar Series

The Seminar Series is a webinar where professors can discover how to use The Wall Street Journal's comprehensive news, insight, analysis and commentary to successfully connect academic theory with real-world applications.

Current topics include:

- Increasing In-Class Engagement Through WSJ's Context
- How Non-Business Majors Can Use the Journal
- Three Ways to Use WSJ in Your Course
- Assessing Students With WSJ

View recordings and future sessions at [wsj.com/professorguideSeminar](https://www.wsj.com/professorguideSeminar)



## Professor Referral

# Professor Referral Program

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# Introduction

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The WSJ Professor Referral Program allows instructors to easily share the Journal with students at an affordable rate. Instructors receive a unique and easy-to-share link that makes it simple to track student orders and earn incentives, including a complimentary six-month WSJ membership.

We are always striving to ensure that we offer the best experience possible for all of our customers and have recently updated the WSJ Professor Referral Program platform to improve the customer experience and integration with The Wall Street Journal Customer Center.

# Referral Program Setup

## For New Users

---

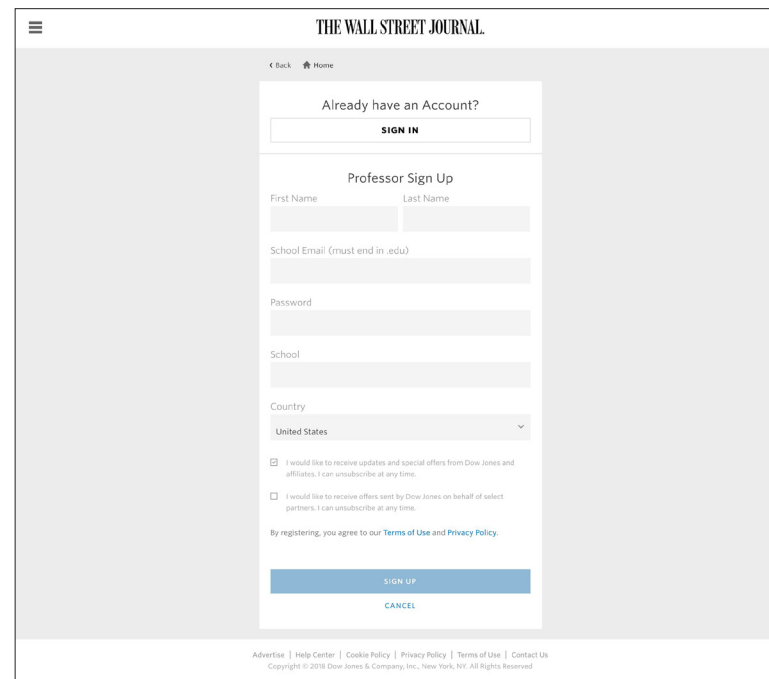
If you are a current WSJ member who accesses WSJ.com with a personal email address (NOT an .edu email) or if you don't yet have WSJ membership, you can use the following instructions to join the referral program.

# Referral Program Registration

To sign up or re-enroll in the updated referral program, you will need to register at <https://register.wsj.com/professor> and use an .edu email address.

If you have a WSJ membership associated with a personal email address, you will still need to complete the “Professor Sign Up” registration form using your .edu email address.

If you do not have a WSJ membership, you will complete the same registration form using your .edu email address.



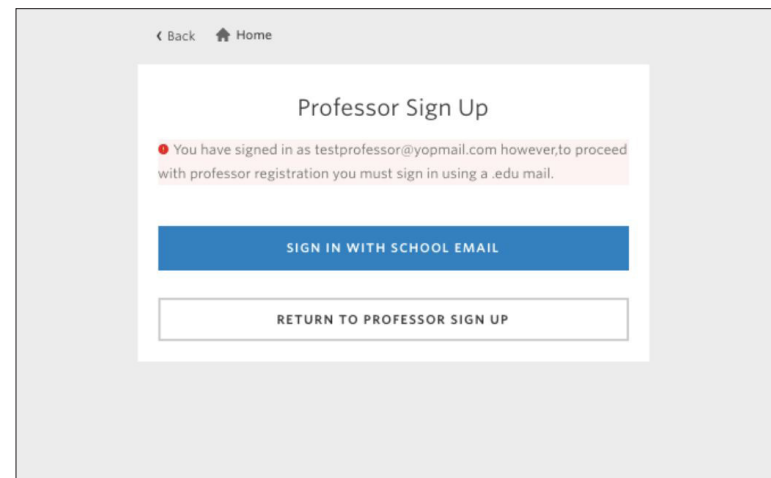
The screenshot shows the registration form for the WSJ Professor Sign Up program. At the top, it says "THE WALL STREET JOURNAL." and "Already have an Account?" with a "SIGN IN" button. Below that is the "Professor Sign Up" section with fields for "First Name", "Last Name", "School Email (must end in .edu)", "Password", "School", and "Country" (set to "United States"). There are two checkboxes for receiving updates and offers, and a "SIGN UP" button at the bottom. The footer contains links for "Advertise", "Help Center", "Cookie Policy", "Privacy Policy", "Terms of Use", and "Contact Us", along with a copyright notice for 2018 Dow Jones & Company, Inc.

# Troubleshooting Error Message

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If you receive this error message, please select RETURN TO PROFESSOR SIGN UP, and complete the form using your .edu email address.

Please note that your .edu email will give you access to the WSJ Referral Program. If you have a WSJ membership, your personal email address can still be used to access articles on WSJ.com and manage membership details.





# Confirmation Email

## Verify Your .edu Email Address

---

After registration, you will be sent a confirmation email from Dow Jones. If you don't see the confirmation email, please check your spam folder.

In order to complete your registration, you MUST verify your email address by clicking on the email link.

## THE WALL STREET JOURNAL.

### Email Address Verification

Dear Subscriber,

You recently created a new account or updated your account information on WSJ.com. If you are receiving this message in error, please contact Customer Service.

To protect your account, we request that you verify your email address by [clicking here](#).

If you are unable to click on the link, simply copy the URL below and paste it into your browser's address field:

<https://int.accounts.wsj.com/auth/verify-email?requestId=44ff31be-abfd-45d0-905b-abb359fab3e&requestType=REGISTRATION>

Your verification link will expire in 7 days. Please take action as soon as possible.

This email is being sent to test.newflow2nonedu@yopmail.com by Dow Jones.

Regards,  
WSJ Customer Service

*For further questions, please contact Dow Jones Customer Service. Click [here](#) for global support.*

# Referral Program Setup

## For Existing Users

---

If you are a current WSJ member who accesses WSJ.com with an .edu email address, you can use the following instructions to join the referral program.

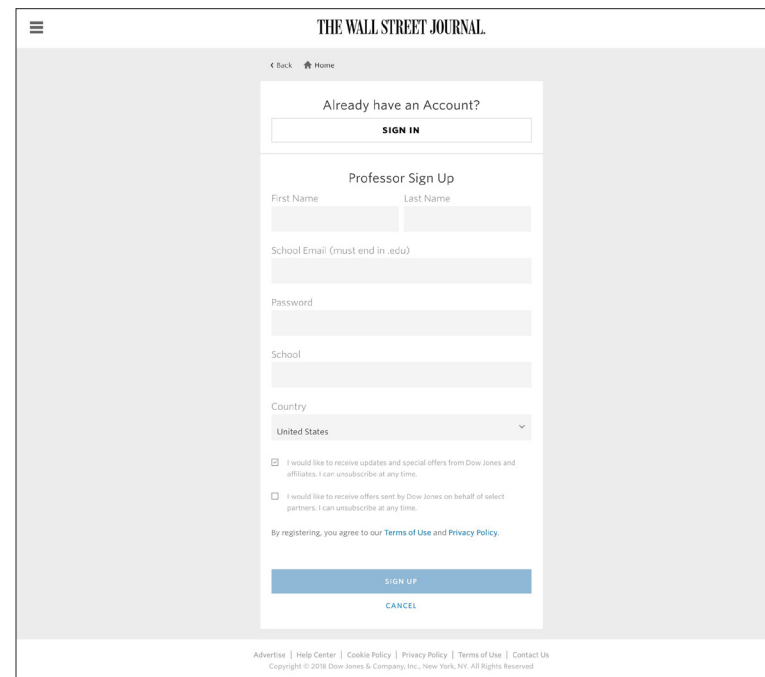
# Registration

## Already Have a WSJ Membership Using Your .edu Email

To sign up or re-enroll in the updated referral program, you will need to register at <https://register.wsj.com/> professor and use an .edu email address.

If you are not logged into your WSJ membership associated with an .edu email address, you will need to select SIGN IN.

If you are already logged in to your WSJ.com membership with your .edu email, please refer to page 74.



The screenshot shows the 'Professor Sign Up' registration form on the WSJ website. At the top, there is a navigation bar with 'THE WALL STREET JOURNAL.' and a home icon. Below the navigation bar, there is a 'SIGN IN' button for users who already have an account. The main form is titled 'Professor Sign Up' and includes the following fields: 'First Name' and 'Last Name' (two separate input boxes), 'School Email (must end in .edu)' (a single input box), 'Password' (a single input box), and 'School' (a single input box). There is also a 'Country' dropdown menu currently set to 'United States'. Below the form, there are two checkboxes: one checked checkbox for 'I would like to receive updates and special offers from Dow Jones and affiliates. I can unsubscribe at any time.' and one unchecked checkbox for 'I would like to receive offers sent by Dow Jones on behalf of select partners. I can unsubscribe at any time.' At the bottom of the form, there is a link to 'Terms of Use and Privacy Policy' and two buttons: 'SIGN UP' (in blue) and 'CANCEL'.

# Registration

## Already Have a WSJ Membership Using Your .edu Email

---

If you are already signed in to your WSJ.com membership with your .edu email address, you will be taken to this page and prompted to complete the sign-up process.

The screenshot shows a mobile interface for completing a professor sign-up. At the top, there are navigation links for 'Back' and 'Home'. The main heading is 'Complete Professor Sign Up'. Below this, a message states: 'You are now signed in as test.proff2@xyz.edu. To complete registration, please provide school name.' The form includes a 'School' text input field, a 'Country' dropdown menu currently set to 'United States', and two checkboxes for marketing preferences. The first checkbox is checked and reads: 'I would like to receive updates and special offers from Dow Jones and affiliates. I can unsubscribe at any time.' The second checkbox is unchecked and reads: 'I would like to receive offers sent by Dow Jones on behalf of select partners. I can unsubscribe at any time.' Below the checkboxes, a line of text says: 'By registering, you agree to our [Terms of Use](#) and [Privacy Policy](#).' At the bottom, there are two buttons: a blue 'SIGN UP' button and a 'CANCEL' link.

# Login

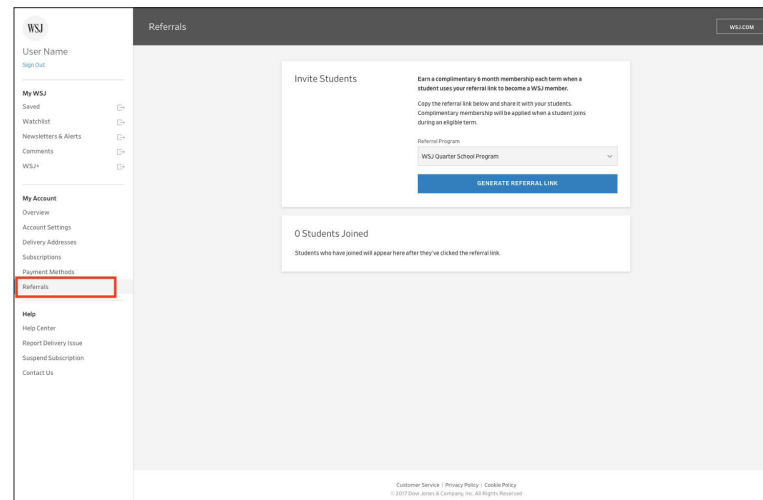
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To access the referral program in the future, you will log back in via <https://customercenter.wsj.com/public>. You must log back in with your .edu email address and password.

If you need to reset your password, click the “Forgot your username or password” link.

# Dashboard Overview

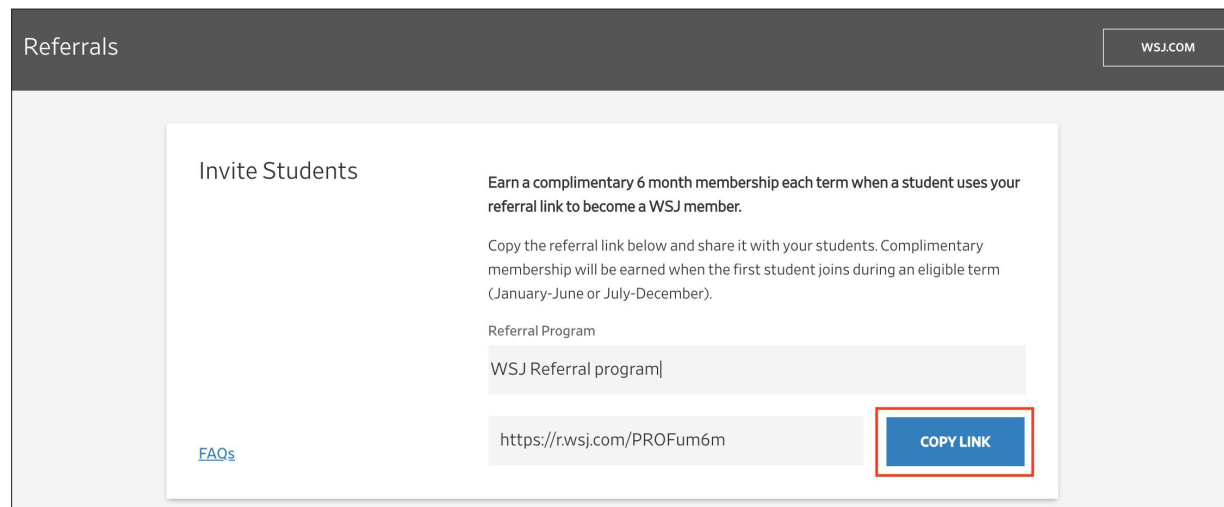
The dashboard allows you to view your referral link and information regarding referrals. This can be accessed by logging in directly at <https://customercenter.wsj.com/public> and then navigating to Referrals in the left-hand menu.



# Referral Link

---

To generate a referral link click the blue generate link button. A unique link will appear. You can highlight to copy and paste or click the “Copy Link” button. Share this specific order link with your students via email, syllabus or LMS (Blackboard, Canvas, etc.). You will use the same URL order link for each term. It will continue to be your own unique order link to provide to students regardless of the term/year.



# Tracking Referrals

Once a student purchases a WSJ membership through the your unique order link, his or her name will appear below your link on the dashboard. As you share your link each term, you will be able to select which term you'd like to view.

The screenshot shows the WSJ Referrals dashboard. On the left is a navigation sidebar with sections: 'My WSJ' (Saved, Watchlist, Newsletters & Alerts, Comments, WSJ+), 'My Account' (Overview, Account Settings, Delivery Addresses, Subscriptions, Payment Methods, Referrals), and 'Help' (Help Center, Report Delivery Issue, Suspend Subscription, Contact Us). The main content area is titled 'Referrals' and contains an 'Invite Students' section with instructions and a 'GENERATE REFERRAL LINK' button. Below this is a table titled '7 Students Joined' with a 'Terms' dropdown set to 'Jan 1 - July 1'. The table lists the following data:

Name	Email	Joined
Cory Etkorn	cory.etkorn@wsj.com	10/1/2018
Thomas Williams	thomas.williams@wsj.com	9/28/2018
Che Douglas	che.douglas@wsj.com	9/20/2018
Cory Etkorn	cory.etkorn@wsj.com	9/19/2018
Thomas Williams	thomas.williams@wsj.com	9/18/2018
Che Douglas	che.douglas@wsj.com	9/15/2018
Cory Etkorn	cory.etkorn@wsj.com	9/8/2018



# Redeeming Complimentary Membership

---

Once the first student in a term (January–June or July–December) purchases a membership, you will receive an email from Dow Jones with a unique code for your six-month complimentary membership and instructions on how to redeem.

If you need any additional assistance please call 1-800-348-3555.

## THE WALL STREET JOURNAL.

Hi Test Newflow2,

Congratulations. You have earned a complimentary six-month membership to The Wall Street Journal through the WSJ Referral Program.

Use SATHEESH-aarn0wfn to redeem your membership and access the Journal's unrivaled insight.

Redeem now at [WSJ.com/professoraccess](https://www.wsj.com/professoraccess).

If you already have a membership, be sure to click on "I have subscribed to the Journal in the past," located above the basic information section. This will allow you to enter your login and password. If you do not remember your password, click on "Forgot your password?" in order to have a password reset link sent to you.

If you have problems with registering the complimentary coupon code, please call 1-800-348-3555 and they can assist you.

Thank you,  
The Wall Street Journal

