



National Association of College Stores
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FAQ on Bundles

What are “bundles?”

Bundles are packages that contain a textbook along with other course materials related to the same topic that may assist a student in their studies. These additional course materials may include such items as study guides, CD-ROMs, and pass codes to textbook-companion websites. These bundles are typically packaged and sold as a single unit.

Is the use of bundles increasing?

College stores report that the use of bundles is increasing because a greater number of instructors are adopting (or requiring) bundles, or utilizing some of the components that are contained in a typical bundle.

Do customers like them?

Many students like bundles. According to a 2003 *Student Watch*[™] survey, 45% of students “agreed” or “strongly agreed” that course materials are more valuable when packaged with other materials like study guides or computer software.

Other students, however, have complained that bundles make course materials more expensive. This complaint is exacerbated when bundled materials are required, and not all of the materials in the bundle are utilized in the classroom.

Since instructors select course materials, college stores are working with faculty and publishers to find ways to include only the *necessary or fully utilized* materials in bundles. This helps students save money.

What is NACS’ position on bundling?

The National Association of College Stores supports the effective design, packaging, and utilization of course materials that improve learning and are valued by faculty and students. NACS encourages publishers to provide faculty and stores at a reasonable cost, the opportunity to acquire individual components of bundled course materials for adoption and resale. NACS applauds those publishers who offer this option to fit the specific needs of faculty and students.