



# Ambassador's Hybrid Bookstore Model: Improving Course Materials Accessibility and Affordability

The landscape of the campus bookstore is changing as students shop around and seek the best prices possible. Yet this doesn't mean the demise of this on-campus hub, but rather an opportunity to reposition the store itself.

With Ambassador's Hybrid Bookstore Model, your students benefit from anytime, anywhere access to affordable course materials through your school's dedicated online bookstore, while still having the opportunity to connect with each other and stock up on additional items at your on-campus store.

**AMBASSADOR**  
EDUCATION SOLUTIONS

**Ambassador introduces a new kind of blended shopping experience, merging the best of what online and on-campus stores offer.**

## SCHOOL-BRANDED ONLINE BOOKSTORE

Offers 24/7/365 access to shop for and order course materials

Provides access to print and digital, OER, custom content, devices, kits, supplies and more

Gives students more choices and formats since inventory isn't limited to what fits in the store

Manages the entire digital content process, including controls to eliminate overpayments

Allows for convenient at-home or school delivery

## ON-CAMPUS BOOKSTORE

Maintains a place for students to meet, interact, network and shop

Stocks unique school-branded items and a variety of grab 'n' go items

Reduces overhead costs, including inventory cash outlay, and allows space to be repurposed for other campus activities

Offers kiosks where students can purchase print and digital materials from the online bookstore

Boosts traffic with in-store delivery of course materials



**Ambassador's Hybrid Bookstore Model maintains the convenience of an online store with the importance of an on-campus community.**

**RODA IS EVERYTHING FOR EVERYONE...**

- ✓ Print and Digital Materials
- ✓ Integrations
- ✓ Support Services
- ✓ Analytics
- ✓ Financial Controls
- ✓ Compliance

...All through one flexible and easy-to-use Course Materials Platform

**How Does a Hybrid Bookstore Model Work?**

Students access course materials through your dedicated online bookstore powered by Ambassador, which is designed with a responsive, mobile-friendly experience. Digital materials are made available through Ambassador's Course Materials Platform, RODA, as well as your school's LMS or preferred electronic platform. Print textbooks and other items can be shipped to the student or on-campus store.

The online bookstore eliminates a significant amount of overhead, giving your school options for where it can apply those savings, such as reducing the cost of materials for students. Your campus bookstore doesn't take on the burden of initially paying for and stocking course materials inventory, but rather maintains a revenue stream from a higher-margin inventory mix of ancillary items, including spirit wear, accessories, gifts, food, drink and more. Plus, Ambassador integrates with most POS systems for easier management of financial aid among multiple platforms, including in-store and/or online purchases.

**Why Ambassador?**

For more than five decades, schools have trusted Ambassador to power their course materials programs. Our award-winning Course Materials Platform, RODA, streamlines your operations, easing adoption, management, delivery and access. Our expert team is by your side to guide and advise on all aspects of your online and on-campus bookstores, simplifying the entire process for you and your students.

**LEARN MORE!**

**Reimagine Your Campus Bookstore**

**The Fate of the On-Campus Bookstore**

