

Marketing
Course Number: 29:630:301
Course Title: Introduction to Marketing

COURSE DESCRIPTION

“Do what you do so well that they will want to see it again, and bring their friends.”
~Walt Disney

Marketing is the process of creating and delivering goods and services in response to customer wants and needs, building loyalty among your customers. Put simply, the purpose of marketing is to acquire and keep customers by surprising and delighting them with your product or service, turning customers into brand evangelists. It is one of the most important business activities because it has direct impact on an organization’s effectiveness and profitability, blending both analytics and creativity. Marketing is vital for all organizations – whether for-profit or nonprofit – attempting to influence all types of customers – whether end consumers or business buyers.

This course provides a comprehensive overview of the marketing function within an organization. We will begin by defining marketing and discussing the marketing process. With this background, we will challenge ourselves to understand the marketplace and how customers decide when to select, acquire, use, and discard specific products and services. Next, we will carefully explore the way marketers use this information to design a customer-driven strategy and make marketing mix decisions related to product, pricing, promotions, and distribution.

LEARNING MANAGEMENT SYSTEM:

Canvas

Hardware / Software requirements: Is a webcam and proctoring software (e.g., Proctortrack) needed for exams? Regular classes/assignments? Any other software requirements?

Students should be able to download needed software from RU software portal:

<https://it.rutgers.edu/software-portal/>

COURSE MATERIALS

Textbook: There is one required textbook for this class. Marketing: An Introduction Authors: Armstrong G. and Kotler, P. 14th edition.

Online MyMarketing Lab: You will also need to purchase the online companion to our textbook, MyMarketingLab. Please see purchase and registration instructions posted on Canvas.

Canvas: Check Canvas (canvas.rutgers.edu) and your Rutgers email account regularly for course updates. All pre-recorded lectures & corresponding PowerPoint slides will be posted to Canvas. I will also post

relevant announcements on Canvas so you will need to access Canvas several times per week- it is your responsibility to make sure you can access Canvas. Please ensure that you have turned on all relevant Canvas alerts to ensure that you are receiving updates on postings to Canvas, due dates, and course announcements.

IF YOU ARE NEW TO CANVAS: Please see the below resources to familiarize yourselves with Canvas.

Canvas Resources for Students: You may want to include the following in your syllabi to help familiarize the students with the platform. (We will also email the following to our students but reiterating would be useful).

[Getting Started In Canvas for Students](#) includes a 4-5 minute embedded Student Canvas Overview tutorial. From the same page, students are directed to and encouraged to take, or to at least review, the Student Orientation Tutorial (Self-Paced) within Canvas. Additionally, there's a student [FAQ page](#) with more resources.

For support and technical issues, students can also email Canvas or call them directly. Here is the [Canvas help page](#) with all pertinent information.

LEARNING GOALS AND OBJECTIVES

This course is designed to help students develop skills and knowledge in the following area(s):

- Broad understanding of basic business theory and practice of Marketing
- Reasoned and ethical judgment when analyzing problems and making business decisions

Students who complete this course will demonstrate the following:

- Understanding of current basic concepts in the field of Marketing
- Ability to blend theoretical marketing concepts with real-world application

Students develop these skills and knowledge through the following course activities and assignments:

- Pre-recorded lectures to introduce basic marketing concepts and practices
 - Case study exercises & brand exploration to implement the real-world application of marketing concepts and decision-making
 - Virtual Guest Speakers
 - Weekly online homework assignments and brand-centered exercises & simulations to apply your knowledge and decision-making ability related to course materials
 - Discussion Board prompts to engage class in discussion & application of topics
 - Two exams to assess your knowledge of course material
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PREREQUISITES

This class is open to all Rutgers Business School students, except for first year students.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

CODE OF PROFESSIONAL CONDUCT

Rutgers Business School is recognized for its high-quality education. To that end, maintaining the caliber of classroom excellence requires students to adhere to the same behaviors that are expected in professional career environments. These include the following principles:

Discussion and Correspondence

- Each student is encouraged to take an active part in class discussions and activities. Substantive dialogue requires a degree of mutual respect, willingness to listen, and tolerance of opposing points of view. Disagreement and the challenging of ideas must happen in a supportive and sensitive manner. Hostility and disrespectful behavior will not be tolerated.
- In both correspondence and the classroom, students should demonstrate respect in the way they address instructors. Students should use proper titles in addressing instructors unless there is an explicit understanding that the instructor accepts less formal address. Similarly, appropriate formatting in electronic communication, as well as timely responsiveness, are all expectations in every professional interaction, including with instructors. Everything said and written should demonstrate respect and goodwill.

Punctuality and Disruption

- Class starts and ends promptly at the assigned periods. Students are expected to be in their seats and ready to begin class on time.
- Packing belongings before the end of class is disruptive to both other students and the instructor. Barring emergencies and within reason, students are expected to remain in their seats for the duration of the class.

Technology

- The use of technology is sanctioned only as permitted by the course instructor. As research on learning shows, peripheral use of technology in classes negatively impacts the learning environment in three ways:
 1. Individual learning and performance directly suffer, resulting in the systemic lowering of grades earned.

2. One student's use of technology automatically diverts and captures other people's attention, thus impeding their learning and performance. Moreover, even minor infractions have a spillover effect and result in others doing the same.
 3. Subverting this policy (e.g., using a phone during class, even if hidden below the table; tapping on a smartwatch; using a laptop for non-course related matters) is evident to the course instructor and offensive to the principles of decorum in a learning environment.
- Networking, computing, and associated resources in the trading rooms, advanced technology rooms, and general classrooms are to be used in the manner intended.
 - Sharing links to private online classes, attempting to join an online class that you are not enrolled in, or posting disruptive content during these sessions are strictly prohibited and may lead to disciplinary action.
 - For more instructions on information technology resources at Rutgers University, please refer to the [Acceptable Use Policy for Information Technology Resources](#).

Misappropriating Intellectual Property

- Almost all original work that is available to you is subject to claims of copyright by its creators or copyright holders. These copyright holders may include publishers, authors, professors, the University, RBS, and in some cases, your fellow students. The protected materials may include but are not limited to syllabi, recorded lectures, PowerPoint presentations, and other recorded, printed, or electronically stored media. These materials are only limited to completing the requirements of the class.
- Unauthorized use includes such things as copying, sharing, forwarding, selling, renting, online posting, publication, or any other form of distribution of these materials without the written permission of the copyright holder. Such misconduct may potentially subject you to disciplinary action by the University, significant civil penalties, and even severe criminal sanctions.
- For more instructions on copyright protections at Rutgers University, please refer to the [Rutgers Libraries](#).

Rutgers Business School is committed to the highest standards of integrity. We value mutual respect and responsibility, as these are fundamental to our educational excellence both inside and outside the classroom.

CLASS PREPARATION POLICY

- This course is an online, facilitator-led, asynchronous course. This means that there are no required online meetings times. Instead, students will access recorded lectures and course materials online. However, the course assignments, exams and discussion/participation assignments will have **firm due dates**. This course is not purely self-paced, you will be expected to interact with the rest of the class each week and complete activities in a timely manner. As such, please note, **I DO NOT ACCEPT LATE ASSIGNMENTS**. Missed due dates will result in a zero for that assignment.

- Be sure you are logging into the course on Canvas each week, including weeks with holidays or weeks with minimal online activity. During most weekly you will probably log in many times. If you have a situation which may cause you to miss an entire week of class, please discuss it with me as soon as possible.
- I expect you to prepare properly for each online module. You are expected to complete all of the background reading and assignments. To be successful in this course, you should plan to dedicate 4-6 hours per week.
- My office hours will be held virtually via Webex on () from () to (), and I would ask that you email me in advance to make an appointment. If this day and time does not work for you, I am happy to meet at alternative times, please send me an email to schedule. There will be Course Assistants (CA's), and I will be providing their contact information as well so that you can reach out to them as an added resource to support you with questions on administrative as well as content questions. Updated information on CA Office hours to follow.

CLASSROOM CONDUCT

My goal is for this class to be a place of learning, sharing ideas, and personal & professional growth. I would ask that we always be respectful of each other. Even though our class sessions will be online, I will try to foster as much interactivity as I can for us as a class.

STUDENT EXPECTATIONS:

In this course you will be expected to complete a number of tasks including:

- downloading and uploading documents to Canvas
 - accessing documents online
 - viewing online videos
 - participating in online discussion groups
 - completing quizzes/proctored tests online
 - participating in synchronous online discussions
 - using Grammarly prior to submissions
- **Writing Style:** This course will require you to participate in online discussion boards with your Professor, Course Assistants and classmates. Be thoughtful about your posts, use good grammar, spelling and punctuation. Informality, including the use of emoticons is not acceptable in an academic environment. Please also refrain from using all capital letters as well.
 - **Tone & Civility:** Let's maintain a supportive learning community where everyone feels comfortable in sharing their opinions and thoughts, and where we can disagree and share differing opinions professionally. Treat your Professor and fellow students with respect at all times and in all communications.
 - **Citing Sources:** When we have an academic discussion, please cite your sources where relevant to back up your point. For textbook or other print sources, please list title and page numbers. For online sources, please include a link.

- **Email Communication:** I generally reply to emails within 24 hours on weekdays. Please include your section # in the subject line of your email for the fastest reply!
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EXAM DATES AND POLICIES

There will be two, non-cumulative, online exams in this class, that will cover all of the semester material (text, lectures, articles, cases, group presentations & guest speakers). For more detail on the exams, please visit the Online Exam Policies & Procedures document posted to Canvas.

Exam 1:

- Chapters 1-6
- Format to be multiple choice
- No notes, and exam will be closed book
- ()
- Exam open from () to ()

Exam 2:

- Chapters 7-14
- Format to be multiple choice & short answer
- No notes, and exam will be closed book
- ()
- Exam open from () to ()

During exams, the following rules apply:

- If you have a disability that influences testing procedures, provide me an official letter from the Office of Disability Services at the start of the semester
- No cell phones, tablets, laptops or smart watches or other electronics are allowed during the exam
- You must show a valid, Rutgers, photo ID when you turn in your exam for the online Respondus Monitor/ProctorTrak.
- Exams will be 1 hour and 20 minutes in duration. If you begin the online exam late you will NOT be given extra time
- If you miss an exam with prior, written approval from me based upon a legitimate reason you will review a 0 for that exam. If you miss an exam for a documented and approved reason, you will be administered a make-up exam on a non-negotiable date.

SPECIAL NOTE ABOUT WEBCAM REQUIREMENT:

You are required to have a webcam for this course in order to complete the online exams. If you are in need of financial assistance to obtain this required hardware, please reach out as follows:

RBS New Brunswick Students in need of financial assistance can send an email to:
deanofstudents@echo.rutgers.edu

RBS Newark Students in need of financial assistance may submit their request via a form:
<https://myrun.newark.rutgers.edu/care-team>

GRADING POLICY

Final course grades are determined as follows:

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| Exam 1: | 20% |
| Exam 2: | 20% |
| Homework Assignments: | 20% |
| Article Assignment: | 10% |
| Participation & Engagement: | 20% |
| SWOT Analysis: | 5% |
| Research Participation: | 5% |

Exams: There will be two, non-cumulative, online exams which will comprise 40% of your total course grade. Exams will be posted for 1 day, accessible from 8am to 6pm. You will need to login to Canvas to access and take the exam, dedicating 1 hour and 20 minutes for each exam. See Course Schedule for Exam dates. If you have a conflict, email me immediately to make arrangements.

Homework Assignments: You will be required to set up an account on MyMarketingLab, which is the online learning companion for your textbook. Once you set up an account, you will be able to access your MyMarketingLab homework assignments. Late assignments will not be accepted. Each of your MyMarketingLab assignments and other homework assignments are weighted equally and taken together, will account for 20% for your final course grade. See detailed Course Schedule for all assigned Homework Assignments.

Article Assignment: In this assignment, you will be asked to select a **marketing article** and do a 1-page write-up on the article, answering certain questions as posted in the assignment. Article analysis should be no more than 1 page, please see all details in the Article Assignment Brief posted to Canvas.

Participation & Engagement: Participation accounts for 20% of your grade. Participation will be based on Discussion Board participation, certain Pearson simulations, video assignments as well as other class exercises assigned each week. All of these activities are meant to further engage you with the course material, your classmates and to enhance your learning throughout the semester.

SWOT Analysis: You will be required to complete a SWOT Analysis on a company from a pre-defined list of companies. This will account for 5% of your total course grade. Details to be provided in a SWOT Analysis Assignment Brief to be posted on Canvas.

Market Research Participation: All Introduction to Marketing students are required to actively participate in the research of the RBS Faculty members. This will account for 5% of your total course grade. This course requires two hours of research participation. You will be granted 2.5% for each hour of research you complete.

Please refer to the Behavioral Lab documents posted on Canvas for more information about the RBS Behavioral Lab requirement and key dates.

SPECIAL NOTE ABOUT GRADES: Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals.

A NOTE ON EXTRA CREDIT: There will be NO extra credit offered. There are numerous opportunities throughout the semester via a variety of assignment types to secure a solid grade reflective of your mastery of the course material. There will be NO additional extra credit assignments offered.

GRADING SCALE FOR END OF SEMESTER LETTER GRADES

| QUALITY OF PERFORMANCE | LETTER GRADE | POINTS RANGE % |
|---|--------------|----------------|
| Excellent- work is of exceptional quality | A | >90.0 |
| Good- work is above average quality | B+ | 85.1-89.9 |
| | B | 80-85.0 |
| Satisfactory | C+ | 77-79.9 |
| | C | 73-76.9 |
| Adequate | C- | 70-72.9 |
| Poor | D | 60-69.9 |
| Failure | F | < 60 |

COURSE SCHEDULE

| MODULE | WEEK ENDING | TOPIC | ASSIGNMENT DUE |
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| 1 | Material Posted for the week: Assignments for the Week Due: | Introduction Video & Syllabus Review The Marketing Process (Ch 1) | <p>Required Reading:</p> <ul style="list-style-type: none"> ▪ Ch 1 <p>Pre-Recorded Lecture Viewing:</p> <ul style="list-style-type: none"> ▪ Introduction Video ▪ Ch 1 <p>Course Preparation:</p> <ul style="list-style-type: none"> ▪ Purchase Text & Register ▪ & MyMarketingLab <p>Assignment:</p> <ul style="list-style-type: none"> ▪ Getting Started Get Started with MyLabMarketing (MLM) ▪ How Dynamic Study Modules Work ▪ MLM Ch1 Warm-up <p>Participation Activity:</p> <ul style="list-style-type: none"> ▪ Ch 1 Mini Simulation on Creating Value (Pearson) |

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| 2 | <p>Material Posted for the week:</p> <p>Assignments for the Week Due:</p> | <p>Marketing Strategy (Ch 2) Marketing Environment (Ch 3)</p> | <p>Required Reading:</p> <ul style="list-style-type: none"> ▪ Ch 2 & 3 <p>Pre-Recorded Lecture Viewing:</p> <ul style="list-style-type: none"> ▪ Ch 2 & 3 <p>Assignment:</p> <ul style="list-style-type: none"> ▪ MLM Ch 2 & 3 Warm-up ▪ SWOT Assignment Due: () - see SWOT Assignment Brief on Canvas <p>Participation Activity:</p> <ul style="list-style-type: none"> ▪ Ch 3 Video Assignment (Pearson) <p>Discussion Board:</p> <ul style="list-style-type: none"> ▪ Visit Canvas Discussion Board for Prompt and Instructions |
| 3 | <p>Material Posted for the week:</p> <p>Assignments for the Week Due:</p> | <p>Consumer Insights (Ch 4)</p> | <p>Required Reading:</p> <ul style="list-style-type: none"> ▪ Ch 4 <p>Pre-Recorded Lecture Viewing:</p> <ul style="list-style-type: none"> ▪ Ch 4 <p>Assignment:</p> <ul style="list-style-type: none"> ▪ MLM Ch 4 Warm-up <p>Participation Activity:</p> <ul style="list-style-type: none"> ▪ Ch 4 Mini Sim on Market Research (Pearson) <p>Discussion Board:</p> <ul style="list-style-type: none"> ▪ Visit Canvas Discussion Board for Prompt and Instructions |
| 4 | <p>Material Posted for the week:</p> <p>Assignments for the Week Due:</p> | <p>Consumer Behavior (Ch 5) Business Buying Behavior (Ch 5)</p> | <p>Required Reading:</p> <ul style="list-style-type: none"> ▪ Ch 5 <p>Pre-Recorded Lecture Viewing:</p> <ul style="list-style-type: none"> ▪ Ch 5 <p>Assignment:</p> <ul style="list-style-type: none"> ▪ MLM Ch 5 Warm-up <p>Participation Activity:</p> <ul style="list-style-type: none"> ▪ MLM Ch 5 Mini Sim on Buyer Decision Process (Pearson) |
| 5 | <p>Material Posted for the week:</p> | <p>Market Segmentation, Targeting, Positioning & Differentiation (Ch 6)</p> | <p>Required Reading:</p> <ul style="list-style-type: none"> ▪ Ch 6 <p>Pre-Recorded Lecture Viewing:</p> <ul style="list-style-type: none"> ▪ Ch 6 <p>Assignment:</p> <ul style="list-style-type: none"> ▪ MLM Ch 6 Warm-up <p>Participation Activity:</p> |

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| | Assignments for the Week Due: | | <ul style="list-style-type: none"> ▪ MLM Ch 6 Mini Sim on Targeting, Segmentation & Positioning (Pearson) Exam Preparation <ul style="list-style-type: none"> ▪ Study for Exam 1 |
| 6 | | MIDTERM EXAM (Ch 1-6) | |
| 7 | Material Posted for the week: Assignments for the Week Due: | Products, Services & Brands (Ch 7) | Required Reading: <ul style="list-style-type: none"> ▪ Chap 7 Pre-Recorded Lecture Viewing: <ul style="list-style-type: none"> ▪ Ch 7 Assignment: <ul style="list-style-type: none"> ▪ MLM Ch 7 Warm-up ▪ Article Assignment Due: () - see Article Assignment Brief on Canvas Participation Activity: <ul style="list-style-type: none"> ▪ Ch 7: Three Levels of Product Exercise Discussion Board: <ul style="list-style-type: none"> ▪ Visit Canvas Discussion Board for Prompt and Instructions |
| 8 | Material Posted for the week: Assignments for the Week Due: | Product Development & Product Lifecycle Management (Ch 8) | Required Reading: <ul style="list-style-type: none"> ▪ Ch 8 Pre-Recorded Lecture Viewing: <ul style="list-style-type: none"> ▪ Ch 8 Assignment: <ul style="list-style-type: none"> ▪ MLM Ch 8 Warm-up Participation Activity: <ul style="list-style-type: none"> ▪ Ch 8: Product Lifecycle Discussion Board: <ul style="list-style-type: none"> ▪ Visit Canvas Discussion Board for Prompt and Instructions |
| 9 | Material Posted for the week: Assignments for the Week Due: | Pricing (Ch 9) | Required Reading: <ul style="list-style-type: none"> ▪ Ch 9 Pre-Recorded Lecture Viewing: <ul style="list-style-type: none"> ▪ Ch 9 Assignment: <ul style="list-style-type: none"> ▪ MLM Ch 9 Warm-up Participation Activity: <ul style="list-style-type: none"> ▪ Ch 9: Carmex Video Case & Questions |
| 10 | Material Posted for the week: Assignments for the Week Due: | Marketing Channels (Ch 10) | Required Reading: <ul style="list-style-type: none"> ▪ Ch 10 Pre-Recorded Lecture Viewing: <ul style="list-style-type: none"> ▪ Ch 10 Assignment: <ul style="list-style-type: none"> ▪ MLM Ch 10 Warm-up Participation Activity: <ul style="list-style-type: none"> ▪ Ch 10: Marketing Channel Design Exercise |

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| 11 | Material Posted for the week: Assignments for the Week Due: | Retailing & Wholesaling (Ch 11) | Required Reading: ▪ Ch 11 Pre-Recorded Lecture Viewing: ▪ Ch 11 Assignment: ▪ MLM Ch 11 Warm-up Participation Activity: ▪ Ch 11: Mini Sim on the Shopping Experience (Pearson) |
| 12 | Material Posted for the week: Assignments for the Week Due: | Introduction to the Promotional Mix & Public Relations (Ch 12) | Required Reading: ▪ Ch 12 Pre-Recorded Lecture Viewing: ▪ Ch 12 Assignment: ▪ MLM Ch 12 Warm-up Participation Activity: ▪ Ch 12: IMC Exercise Assignment Due: ▪ Article Assignment Due |
| 13 | | NO CLASS- | |
| 14 | Material Posted for the week: Assignments for the Week Due: | Personal Selling & Sales Promotion (Ch 13) | Required Reading: ▪ Ch 13 Pre-Recorded Lecture Viewing: ▪ Ch 13 Assignment: ▪ MLM Ch 13 Warm-up Participation Activity: ▪ Ch 13: Video Assignment on Medtronic Personal Selling (Pearson) |
| 15 | Material Posted for the week: Assignments for the Week Due: | Digital & Direct Marketing (Ch 14) | Required Reading: ▪ Ch 14 Pre-Recorded Lecture Viewing: ▪ Ch 14 Assignment: ▪ MLM Ch 14 Warm-up Participation Activity: ▪ Ch 14: Mini Simulation on Online Marketing (Pearson) Exam Preparation ▪ Study for Exam 2 |
| 16 | | FINAL EXAM (Ch 7-14) | |

Please note that the above dates/topics/virtual guest speakers are subject to change.

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu>.

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]