

Marketing
Course Number: 22:630:636
Course Title: Search Engine Marketing MS

COURSE DESCRIPTION

Search Marketing involves capturing consumer intent at each stage of the consideration, information, and buying cycle. This online Search Marketing course includes techniques of both “organic” and “paid” search and how to optimize your content for various devices and channels. It covers the basics and advanced tools of Search Engine Optimization (SEO) needed to improve your rankings during a search query. Students will analyze detailed examples of the code and content B2C and B2B websites use to achieve better search placement and apply this knowledge to their own website to practice SEO tactics. The course incorporates how SEO relates to paid advertising including Pay Per Click (PPC), display advertising, remarketing, affiliate marketing, native advertising, and programmatic advertising and provides tools Google, Amazon and Facebook use to help improve and measure the performance of your search marketing efforts.

COURSE MATERIALS

This course requires one textbook, two cases and one article. Please note several additional open-source material will be provided on the Canvas course portal to provide additional detail on each of the topics covered in this course:

1. The Art of SEO: Mastering Search Engine Optimization, Third Edition, by Eric Enge, Stephan Spencer and Jessie Stricchiola, O’Reilly Media, Inc., publishers, 2015, ISBN: 978-1-491-94896-5
2. Case: AccorHotels and the Digital Transformation: Enriching Experiences through Content Strategies along the Customer Journey, INSEAD Case Studies, 2016
3. Paid Search Advertising, University of Virginia Darden School Foundation, 2013
4. Marketing in the Age of Alexa, Harvard Business Review, June 2018

This is a fully online course. To access the course, please visit <http://onlinelearning.rutgers.edu>. For more information about course access or support, contact the Online Learning Help Desk via email at help@canvas.rutgers.edu or call 848-932-4702.

LEARNING GOALS AND OBJECTIVES

Students who complete this course will demonstrate the following:

- Understand and contextualize the role of search in marketing efforts overall
- Understand how search engines function and how users interact with them

- Understand the technology, terminology, and business process related to search engine optimization (SEO) and paid search advertising.
- Evaluate websites for search optimization and effectiveness using common SEO, website key performance indicators and analytics
- Engage in effective keyword research and analysis
- Create SEO plans for a website based on the SEO guides from the major search companies (Google, Bing, Yahoo!)
- Craft a Google Ads campaign (formerly AdWords) campaign for a specific product and for a new business; - how to implement an Google Ads campaign
- Present a search engine marketing strategy that meets specific business marketing objectives.
- Analyze the role search plays in consumer intent and purchase behavior
- Understand the types of online advertising including Pay Per Click (PPC), native advertising, display advertising, remarketing, affiliate marketing and video ads.

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

- How to conduct an analysis of a website's code and its relationship to organic search results
- How to conduct a competitive analysis of another website
- How to perform keyword research using tools that help select key words and phrases to help organic search results
- How to develop content related to a website that matches search results
- How to experiment with the factors that help improve a website ranking
- How to use and understand the metrics provided in a Google analytics dashboard
- How to develop on-page optimization
- How to develop off-page optimization
- How to develop link-building strategies
- How to optimize for mobile search
- How to optimize for voice search
- How to optimize for location search
- How to create a landing page
- How to advertise in social media
- How to create a paid search ad and develop Pay Per Click (PPC) campaigns
- How to use remarketing ads, video ads, display ads, social media ads, native ads, and affiliate ads
- How to bid on keywords
- How to develop relevant content to improve our quality score
- How to measure your ad effectiveness

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.

ATTENDANCE AND PREPARATION POLICY

- This course is an online, facilitator-led, asynchronous course. This means there are no required online meeting times. The course assessments and activities, however, have firm deadlines. 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.
 - Be sure you are logging into the course in Canvas each week, including weeks with holidays or weeks with minimal online course activity. (During most weeks you will probably log in many times). If you have a situation that might cause you to miss an entire week of class, discuss it with me as soon as possible.
 - Expect me to prepare properly for each online module. I expect the same of you. Complete all background reading and written assignments. To be successful in this course, you should plan to dedicate approximately 8-10 hours per week.
 - All live sessions, including instructor office hours, are optional. For live presentations, I will provide a recording that you can watch later. If you need to discuss an assignment with me but cannot attend my scheduled office hours, please contact me to schedule another time to talk.
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CLASSROOM CONDUCT

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful. I try to foster an interactive environment, where we can all learn from each other.

- Writing style: This course requires participation in online discussion boards with your instructor and classmates. There is no need to participate in class discussions as if you were writing a research paper. Comments with one thought per paragraph should suffice. You should remember to write using good grammar, spelling, and punctuation. Informality (including an occasional emoticon) is fine for non-academic topics. Please also refrain from using all CAPITAL LETTERS, as this is often interpreted as shouting.
- Tone and civility: Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. Treat your instructor and fellow students with respect at all times, and in all communications.
- Citing your sources: When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)
- Backing up your work: Consider composing your academic posts and assignments in a Word document, where you can save your work and then copying and pasting onto the Canvas platform, as needed.
- I will reply to e-mails within 12 to 24 hours on weekdays. Please include the Course Number in the subject line of your email.

- I will also provide one day per week for real-time video conferencing which will be posted on the Canvas platform.
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GRADING POLICY

Final course grades are calculated out of 100%, broken down as follows:

Experiential Assignments (25% of final grade): Completed independently and peer reviewed. Use tools, spreadsheets, and articles provided for the assignments throughout the semester, as indicated on the course schedule.

Case Study Discussions (15% of final grade): Analyze business case studies and participate in multi-media discussions about assigned business cases throughout the semester, as indicated on the course schedule.

Participation (15% of final grade): Complete class exercises, short written assignments, forum discussions, and other small activities to enhance your learning throughout the semester.

Group Project (20% of final grade): To be completed with your assigned team. Groups will analyze the search optimization and search marketing strategy and performance of a brand.

Final Presentation (25% of final grade): Individuals will develop a search engine marketing campaign for their own website that will include a strategy for SEO and SEM. The plan will include on and offline optimization, keyword selections, link building plan, location strategy and Pay Per Click (PPC) campaign, social media strategy, mobile, video and display ads and affiliate marketing. Students will present their final project recommendations online and review the individual contributions of their team members.

. The final course grade will be as follows.

A	93.0% +
A-	90.0 - < 93.0
B+	87.0 - < 90.0
B	83.0 - < 87.0
B-	80.0 - < 83.0
C+	77.0 - < 80.0
C	73.0 - < 77.0
C-	70.0 - < 73.0
D	60.0 - < 70.0
F	< 60.0%

Note that your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me (along with supporting documentation) within one week of receiving your final grade. If I have made an error, I will gladly correct it. However, I will adjust grades only if I have made an error. I cannot give you a grade that you did not earn, and it is dishonest to attempt to influence me to do so.

COURSE SCHEDULE

MODULE	TOPIC	ASSIGNMENTS
1	<p>Introduction to Search Engine Why is it useful and why is it important Read “The Art of SEO.” Chapter 1- Search: reflecting Consciousness and Connecting Commerce, pages 5- 16 and 22 to 26.</p> <p>Chapter 2 – Search Engine Basics Read pages 27-38 and 39 to 43</p> <p>Introduction of classmates and team assignments and sharing of your social media presence</p> <p>Understanding the search optimization terminology</p>	<p>Purpose of Assignment: To become familiar with the terms of Search Engine Optimization (SEO) and how they are used and why. To understand how search engines work to find the “intent” of the query. Is it informational, transactional, or navigational? To learn the three major types of search queries. To understand the importance of SERP, Search Engine Result Page.</p> <p>Individual Project: This is a search exercise. Using the example in the lecture about apples, go to a search engine – Google or Bing, select either an item, a product, or a destination you are interested in. Next type just the name of the item or destination with three different intents</p> <ol style="list-style-type: none"> 1. Informational – you want a broad search. For example “cruises “(you may pick any word or term you desire. 2. Next type in something transactional such as ‘best cruise ship’ a or cost of cruise vacations. 3. Next, enter a navigational word such as cruises to the Bahamas. However, keep the same key word throughout. Another example would be “avocado” – “avocado toast,” “avocado recipes,” “where to buy avocados.” This exercise is to help you focus on how a search engine interprets and “sees” a query 4. Now get screen shots of each and write your observations about each search including <ol style="list-style-type: none"> a. The number of results. b. What company or information was at the top of the page? c. Which paid ads came up for each item? d. How many images appeared and were there more images than text? e. Would you consider the changes significantly different for each query? f. What general observations did you notice? What stood out to you? g. Submit your finding in the assignment area. <p>Discussion Board Activity:</p>

		<p>1. Please introduce yourself including your current career, what you want to learn from this class, list any experience you bring to the course and any social media links – LinkedIn, Instagram, or website about you that you would like to share. Then follow your classmates’ social sites.</p> <p>Due Date: This assignment may be posted any time during the first week, but no later than the due date indicated on the assignment chart and Discussion Board on the Canvas platform.</p>
2	<p>Introduction to Search Engine Marketing and How to evaluate the content of a web page. Read “The Art of SEO.” Chapter 2 – page 44 shows you how to view the source code on a page</p>	<p>Purpose of Assignment: To become familiar with the terms of Search Engine Optimization (SEO) and learn how to evaluate the elements used by a search engine to rank website pages.</p> <p>Individual Project: This is a search exercise. Review the spreadsheet provided in the course material section of Canvas and the advanced search information on Table 2.1. Review pages 41 to 52 for information about SEO analysis. Instructions are included in the Canvas platform showing you the method of how to view the source code of a website for this exercise. In the example of the website provided in the search exercise worksheet, note the URL, title tag, header tag, meta description, content, and keywords, back links, anchor text, robots.txt file, sitemap.xml, image alt text, subfolders social media.</p> <p>Next, select a website that you regularly visit – either a product or an information site. Review the method to see a website’s source code. Look at the home page or another page on the website. Now fill in the same search engine elements for the website you selected as the example provided.</p> <p>Discussion Board Activity:</p> <p>1. Please introduce yourself including your current career, what you want to learn from this class, list any experience you bring to the course and any social media links – LinkedIn, Instagram, or website about you that you would like to share. Then follow your classmates’ social sites.</p> <p>2. Look at the site you analyzed on your phone. Post a comment in the discussion board about the differences and similarities you see between the</p>

		<p>website on your desktop or tablet and your smart phone.</p> <p>Due Date: This assignment may be posted any time during the first week, but no later than the due date indicated on the assignment chart and Discussion Board on the Canvas platform.</p>
3	<p>Devising Your Keyword Strategy Based on Your Customer Read “The Art of SEO” - Chapter 3 SEO Planning: Customizing Your Strategy</p>	<p>Purpose of Assignment: To understand your target audience and the importance of creating content for your product or service as a way to promote your sustainable competitive advantage.</p> <p>Team Project: Perform a SEO SWOT analysis on one of the websites from the previous assignment selected by your team.</p> <p>Open the second exercise tab labeled ‘Audience-Keyword’. Refer to the SWOT guideline questions in the book on pages 113-117 and answer those questions adding them to the search worksheet tab.</p> <p>Discussion Board Activity: Share with your classmates the difficulty and challenges this exercise presented.</p> <p>Due Date: This assignment may be posted any time before the next module assignment, but no later than the due date indicated on the assignment chart and Discussion Board on the Canvas platform.</p>
4	<p>SEO Overview that follows the Consumer’s Search Journey and Keyword Research Read “The Art of SEO” - Chapter 4 SEO Implementation: First Stages.</p>	<p>Purpose of Assignment: To Learn the importance of planning the site development based on your target audience, your message and your message relevance to your audience, The planning of your purpose, vision, mission, voice, and tone is the basis of your search strategy.</p> <p>Team Project: Of the website selected, complete the following tasks: Define the value proposition. Who is the target audience? Define the persona. What key information does it describe? What marketing campaign appears? Are there links to a social media page? Are there any calls to action? If so, what are they asking the consumer to do – click a link? Download a white paper, PDF information, or eBook? Complete a survey? Leave an email? Forward to a friend? Repost/tweet/follow on Instagram? Another action? Is there an interstitial page? If so, what advertising appeared, and did it have a ‘call to action?’</p>

		<p>Discussion Board Activity: Share in the discussion board how well (or poorly) the site you selected kept the customer intent in mind. What suggestions would you offer the marketing team? Comment on two other posts.</p> <p>Due Date: This assignment may be posted any time before the next module assignment, but no later than the due date indicated on the assignment chart and Discussion Board on the Canvas platform.</p>
4	<p>Devising Your Keyword Strategy Based on Your Customer Read “The Art of SEO” - Chapter 5 Keyword Research</p>	<p>Purpose of Assignment: To learn how to select and perform keyword research for a website based on how customers are thinking during the search process. Identify long-tail search terms and how to apply user-generated content for long-tail targeting. Understanding the impact of the Google algorithm – Hummingbird and learning the tools used for keyword research.</p> <p>Team Project: Identify keywords or phrases the customer uses or expresses interest in that are not currently targeted on the website. Select a website to examine and follow the activities outlined on page 162 and add the answers to your worksheet tab labeled Audience-Keyword.</p> <p>Individual Project: Each individual should add Google analytics code to your individual website</p> <p>Discussion Board Activity: There is no discussion board activity this week.</p> <p>Due Date: This assignment may be posted any time before the next module assignment, but no later than the due date indicated on the assignment chart and Discussion Board on the Canvas platform.</p>
5	<p>SEO Landing Page, Content Development, Link Building, On-Page and Off-Page Optimization Read “The Art of SEO” - Chapter 6, pages 259-262, 292-320, and Chapter 7 and How To Make Great Landing pages material in the Canvas Course resources area.</p>	<p>Purpose of Assignment: To learn how to develop focused landing pages with high quality. To identify links both on-page and off-page and their importance in search results rankings.</p> <p>Individual Project: Refer to pages 443 and 445 in the book about the types of content you could produce on your site. Select a keyword or long-tail phrase for a subject you would like to optimize for a site you are interested in developing or creating. Develop a blog post of between 1,200 and 1,600 words. Identify the website this post would be attached to as a back link and explain how it would boost traffic to the site.</p> <p>Discussion Board Activity: Share this with your team member for peer review. You will also review on other team member’s post.</p>

		<p>Due Date: This assignment may be posted any time before the next module assignment, but no later than the due date indicated on the assignment chart and Discussion Board on the Canvas platform.</p>
6	<p>Additional Strategies for Ranking Higher for Organic Search Read “The Art of SEO” - Chapter 10 Mobile, Local, and Vertical SEO and Chapter 8 pages 539 to 561. Read the article Marketing in the Age of Alexa</p>	<p>Purpose of Assignment: To know how to optimize for the various way consumers search and the different platforms used for those searches. Understanding whom the platform is working for, what you want from the platform and how to make sure the platform choses your brand in responding to the customers query Team Project: Select one vertical category to analyze. Select two websites that rank high on that vertical platform and perform an SEO audit of those websites to determine why one site ranks higher than another does. Consider their off-site link building strategy and social media. Complete the information on the worksheet Vertical tab. Discussion Board Activity: There is no discussion post due. Due Date: This assignment may be posted any time before the next module assignment, but no later than the due date indicated on the assignment chart and Discussion Board on the Canvas platform.</p>
7	<p>Analytics, Metrics, Google Algorithm Read “The Art of SEO” - Chapter 9 Panda, Penguin, and Penalties and Chapter 11 Tracking results and Measuring Success.</p>	<p>Purpose of Assignment: To become familiar with the Key Performance Metrics (KPIs) and the analytical tools used to measure the performance of a website. Individual Project: Review the data from the Google analytics tool you added to your individual website and complete the information on the Analytics tab including key words users type in before coming to you site, bounce rate, time of date of the most traffic and other metrics in the worksheet. Discussion Board Activity: Share with your classmates what action you would take to improve your site based on the analytics report. Due Date: This assignment may be posted any time before the next module assignment, but no later than the due date indicated on the assignment chart and Discussion Board on the Canvas platform.</p>
7	<p>Case Analysis Read: AccorHotels and the Digital Transformation: Enriching Experiences through Content Strategies along the Customer Journey</p>	<p>Purpose of Assignment: To become aware of how all the elements of SEO are used by a major brand. To analyze the customer journey, Accor uses long-tail keywords, content, link building, and backend code strategy.</p>

		<p>Individual Project: What are the different types of online content in the hotel industry? What does the typical Accor customer journey look like and how does content, in its various forms, affect the various stages of the customer journey? How do the keywords and phrases for the website</p> <p>Discussion Board Activity: There is no discussion board for this module.</p> <p>Due Date: This assignment may be posted any time before the next module assignment, but no later than the due date indicated on the assignment chart and Discussion Board on the Canvas platform.</p>
8	<p>Paid Search Advertising Overview Read the “Paid Search Advertising” case and “PPC 101: A Beginners Guide to PPC” provided on the course content website</p>	<p>Purpose of Assignment: To learn about how paid search boost organic search results and to explore methods of ‘bidding for placement’, and key terms: Pay Per Click (PPC), Cost Per Click (PCP), and Click Through Rate (CTR),</p> <p>Team Project: Review the exercise provided comparing three websites bidding for the same keywords listed in the course content. It follows the example given in the Appendix of the Paid Search Advertising case. You will use the formula for calculating the actual CPV paid provided in the case appendix.</p> <p>Discussion Board Activity: Write about the ease or difficulty of the process. Review one team’s calculation and see if you have the same number. Reply to the comments or questions posted by your classmates or instructor.</p> <p>Due Date: This assignment may be posted any time before the next module assignment, but no later than the due date indicated on the assignment chart and Discussion Board on the Canvas platform.</p>
9	<p>Paid Search Analytics /Optimizations Read “Learn How to Advertise on Search Engines” and in the “A Complete Guide to Pay Per Click Advertising,” read Chapter 7 – “Keywords are the Foundation for Everything in PPC” provided on the Canvas platform.</p>	<p>Purpose of Assignment: To extend knowledge of online advertising by learning A/B testing, keyword research, bidding tools, starting and managing a PPC campaign, negative keywords, keyword groups, ad groups, keyword matching and developing text ads.</p> <p>Team Project: Develop a keyword strategy based on a user’s journey including three stages – awareness, consideration and decision for the website provided in the course area. Structure an ad group based on the example provided.</p> <p>Discussion Board Activity: There is no discussion post required.</p> <p>Due Date: This assignment may be posted any time before the next module assignment, but no later than the due date indicated on the assignment</p>

		chart and Discussion Board on the Canvas platform.
10	<p>Paid Search Campaign Development Read the Google Ads document, link resources, online ad documents and web videos provided on the Canvas platform</p>	<p>Purpose of Assignment: To research and understand paid search objectives and the use of Google Ads (formerly AdWords) including top of page text ads, ad account structure, Quality Score, Keyword relevance, and Landing Page Quality. To learn the difference between search ads, display ads, video ads, and app ads. Team Project: Create a Google ad using the tools provided in the course resource area. You will select a website and create an ad campaign for a keyword phrase related to its products or services. You will write the creative, decide on the budget considerations and forecasting based on the metrics explained in the readings. You will modify the ad to appear on a video, an app, and on a mobile phone based on the instructions and tools provided. Discussion Board Activity: There is no discussion board assignment. Due Date: This assignment may be posted any time before the next module assignment, but no later than the due date indicated on the assignment chart and Discussion Board on the Canvas platform.</p>
11	<p>Advertising on Social Media to Boost Your Website’s Ranking and Traffic.</p> <p>Read selected pages in the course materials located on the Canvas platform about advertising on Facebook, LinkedIn, Twitter, Instagram, YouTube, and Reddit. Also, read the document about programmatic advertising and Influencer marketing.</p>	<p>Purpose of Assignment: To explore the myriad social media platforms available for search advertising and examine examples of each. Individual Project: Write an ad for two of the social media sites listed related to a subject matter related to your website or an expertise for which you want to establish credibility online. Discussion Board Activity: Share your ads with your class and respond to one classmate’s ad. Due Date: This assignment may be posted any time before the next module assignment, but no later than the due date indicated on the assignment chart and Discussion Board on the Canvas platform.</p>
12	<p>Develop a Landing Page in Your Website and Add Elements of Search Optimization.</p> <p>This is part one of this comprehensive assignment</p>	<p>Purpose of Assignment: This two-part assignment provides an opportunity to synthesize ideas that you have reviewed, read, and discussed up to this point. In this assignment, you will visit your website and create a comprehensive search marketing strategy for a keyword or long tail phrase for which you want to be located. Individual Project: Select a keyword or long-tail keyword for which you would like to be found. Develop a landing page for this content. Write the</p>

	<p>Read “The Search Engine Land Guide to SEO” focusing on the elements in chapters 2 and 3</p>	<p>text for that page. Create the URL, HTML title tag, meta description tag, header tag, and sub header. Add a call to action to the page.</p> <p>Discussion Board Activity: There is no Discussion board assignment.</p> <p>Due Date: This assignment may be posted any time before the next module assignment, but no later than the due date indicated on the assignment chart and Discussion Board on the Canvas platform.</p>
<p>13</p>	<p>Optimize Your Landing Page with Search Marketing Strategies</p> <p>This is part two of this comprehensive assignment</p> <p>Read “The Search Engine Land Guide to SEO” focusing on the elements in chapters 6,7 and 8</p>	<p>Purpose of Assignment: This is part two of this comprehensive assignment and this section focuses on search marketing.</p> <p>Individual Project: Create on page links to the Landing page you created linking it to other pages within your website. Add location information to your website. If your page could be a part of a vertical search, name the site you where you would post it. In addition, you will create off-page links to your Landing page.</p> <p>Next, post fresh content in the form of a blog related to your topic in the Landing page on your site. Add a link the blog to your Landing page. Post your blog content to your social media accounts. You will link to relevant social media that relates to your topic. Set up a Twitter account (if you do not have one) and add this blog content within the word count parameters Do the same for LinkedIn, Instagram, and Facebook Using your phone, search for your website and see how it loads on your phone and how it looks. Ask Siri or another voice tool to search for your site and see if the results are correct. Do the same for a competitor or influencer site (similar to you). Are there ways in which you could improve your site now?</p> <p>Discussion Board Activity: Post suggestions for how you would improve this course. State the most valuable and least valuable assignment(s) and why.</p> <p>Due Date: This assignment may be posted any time before the next module assignment, but no later than the due date indicated on the assignment</p>

		chart and Discussion Board on the Canvas platform.
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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.]