

Marketing
Course Number: 26:630:676
Course Title: Consumer Behavior

COURSE DESCRIPTION

This course is designed to provide you with a contemporary view of research on consumer behavior. I will cover a broad array of relevant theories and topics from top marketing/consumer research journals, and allied areas (e.g. psychology, economics). I will give you a clear sense of the topics that are prominent within the consumer behavior field of Marketing, and also convey a feel for what makes a contribution publishable in leading marketing and psychology journals and how ideas are communicated in our field (i.e., writing/positioning).

To give you a contemporary perspective, most of the articles that I have selected are from this century (published in 2000 or later). The unfortunate consequence is that we will not delve into several classics that form the bedrock of consumer research. However, the assigned papers will often cite the classic ones, and I will refer to them during our discussions to provide a historical perspective to the current state of consumer research. In addition, I will try to give you a sense of how research articles take shape, including how to determine what constitutes a contribution, how to turn your ideas into contributions, and the process behind how papers are eventually accepted in journals. To give you this sense of the research process, I will share the process of some of my own articles, since these are the ones that I know most intimately.

This is not a lecture class in which I will “teach” articles. Instead, a discussion format will be used. I have assigned several articles for each class, and you should read and understand each one. You should be particularly prepared with two articles (that I will assign).

The student(s) assigned to a particular article will lead the discussion for that article. Although you should read all of the assigned papers, for your two articles you should come to class prepared to discuss each of them in terms of their major ideas, contributions, and shortcomings. Make sure to add questions to the papers, such as things that are not clear or could be better, or factors that might change the results (these can lead to research ideas). Guidelines for critiquing an article are attached to this document. I have also attached an article summary sheet that you should complete for each empirical paper as it will help you keep track of what was done in the papers. These documents will help you understand what you need to do for each paper each week.

In addition, each student should be ready with one new research idea that follows from any of the articles assigned for that class. You will have no more than 10 minutes for your presentation (no ppt required). Here are the questions that should be answered when you present: (a) What is the new prediction? (b) What is the theory/logic behind it? (c) How is this distinct from what has been done earlier? (d) Why is it interesting? Is there anything counterintuitive, is the topic “cool,” or is there something else that might make a reader take notice? (e) Who would the findings be relevant for: academics, managers, public-policy makers? (f) How would you test it empirically? Note that you have only 10 minutes; so please choose your words carefully so that you are able to convey the critical points.

COURSE MATERIALS

Journal articles (listed later in this syllabus)

COURSE OBJECTIVES

If you satisfactorily complete this course, you will learn the following aspects of consumer-behavior research: (1) Knowledge about several research streams, (2) Familiarity with the style and content of recent research, and (3) Ability to generate and test research ideas.

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

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send me an email with full details and supporting documentation [within 7 days of your first absence]. [Explain other aspects of your absence policy in detail; it will save you trouble later.]
- For weather emergencies, consult the campus home page. If the campus is open, class will be held.
- Expect me to arrive on time for each class session. I expect the same of you. [If you are going to be tardy, then please let me know ahead of time.
- Expect me to remain for the entirety of each class session. I expect the same of you. [If you are going to leave early, then please let me know ahead of time.
- Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared. The minimum expectation is that for each 3-hour class session, you have prepared by studying for at least twice as many hours.

- Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.

CLASSROOM CONDUCT

No talking with classmates during class time unless instructed to do so.
No cell phones—turn them on silent and put them away.
No sleeping

Violation of these rules will not be tolerated and will result in point deductions from your final grade.

GRADING POLICY

The following grade components add up to 100 points; there are no extra-credit opportunities.

Quality of brief presentations made in each class (averaged across classes): 60 points
Quality of class participation (apart from presentations): 20 points
Quality of research proposal (due at end of semester): 20 points

Your points from each component will be summed. The final course grade will be as follows.

> 90.0 = A
87.0 – 89.99 = B+
81.0 – 86.99 = B
78.0 – 80.99 = C+
68.0 – 77.99 = C
< 68.0 = F

COURSE SCHEDULE

The following articles will be available on Canvas. If there are any changes in the schedule, you will be notified via Canvas or email.

Week 1

Overview of the course objectives and key topics covered.

Week 2

The Consumer Behavior Discipline

Janiszewski, Chris, Aparna A. Labroo, and Derek D. Rucker. "A Tutorial in Consumer Research: Knowledge Creation and Knowledge Appreciation in Deductive-Conceptual Consumer Research." *Journal of Consumer Research* 43.2 (2016): 200-209.

MacInnis, Deborah J., et al. "Creating Boundary-Breaking, Marketing-Relevant Consumer Research." *Journal of Marketing* 84.2 (2020): 1-23.

Arnould, Eric J. and Craig J. Thompson (2005), "Consumer Culture Theory (CCT): Twenty Years of Research," *Journal of Consumer Research*, 31 (March), 868-882.

Morales, Andrea C., On Amir, and Leonard Lee (2017), "Keeping It Real in Experimental Research – Understanding When, Where, and How to Enhance Realism and Measure Consumer Behavior," *Journal of Consumer Research*, 44 (August), 465-476.

Article to skim and for future reference related to the topic:

Xin (Shane) Wang, Neil T. Bendle, Feng Mai, and June Cotte (2015), "The *Journal of Consumer Research* at 40: A Historical Analysis," *Journal of Consumer Research*, 42 (June), 5-18.

Wells, William D. (1993), "Discovery-Oriented Consumer Research," *Journal of Consumer Research*, 19 (March), 489-504.

Simonson, Itamar, Ziv Carmon, Ravi Dhar, Aimee Drolet, and Stephen. M. Nowlis (2001), "Consumer Research: In Search of Identity," *Annual Review of Psychology*, 52 (February), 249-275.

Week 3

Exposure, Perception, and Attention

Wheeler, S. Christian, and Jonah Berger. "When the same prime leads to different effects." *Journal of Consumer Research* 34, no. 3 (2007): 357-368.

Labroo, Aparna and Vanessa Patrick (2009), "Psychological Distancing: Why Happiness Makes You See the Big Picture," *Journal of Consumer Research*, 35 (February), 800-809.

Bilgin, Baler, and Robyn A. LeBoeuf. "Looming losses in future time perception." *Journal of Marketing Research* 47, no. 3 (2010): 520-530.

Sharma, Eesha, Stephanie Tully, and Cynthia Cryder. "Psychological Ownership of (Borrowed) Money." *Journal of Marketing Research* 58.3 (2021): 497-514.

Kim, Aekyoung, Felipe M. Affonso, Juliano Laran, and Kristina M. Durante (2021), "Serendipity: Chance Encounters in the Marketplace Enhance Consumer Satisfaction." *Journal of Marketing*.

Article to skim and for future reference related to the topic:

Lee, Angela Y., and Aparna A. Labroo. "The effect of conceptual and perceptual fluency on brand evaluation." *Journal of Marketing Research* 41, no. 2 (2004): 151-165.

Week 4

Attitudes and Persuasion

(You may want to read the following paper to acquire the appropriate background knowledge: Petty, Richard E., John T. Cacioppo, and David Schumann (1983), "Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement," *Journal of Consumer Research*, 10 (September), 135-146.)

Ahluwalia, Rohini. "Examination of psychological processes underlying resistance to persuasion." *Journal of Consumer Research* 27, no. 2 (2000): 217-232.

Aaker, Jennifer L., and Angela Y. Lee. "'I' seek pleasures and 'we' avoid pains: The role of self-regulatory goals in information processing and persuasion." *Journal of Consumer Research* 28, no. 1 (2001): 33-49.

Pham, Michel Tuan, and Tamar Avnet. "Ideals and oughts and the reliance on affect versus substance in persuasion." *Journal of Consumer Research* 30, no. 4 (2004): 503-518.

Wan, Echo Wen, Derek D. Rucker, Zakary L. Tormala, and Joshua J. Clarkson. "The effect of regulatory depletion on attitude certainty." *Journal of Marketing Research* 47, no. 3 (2010): 531-541.

Goldstein, Noah J., Robert J. Cialdini, and Vladas Griskevicius (2008), "A Room with a Viewpoint: Using Social Norms to Motivate Environmental Conservation in Hotels," *Journal of Consumer Research*, 35 (October), 472-482.

Article to skim and for future reference related to the topic:

Baca-Motes, Katie, Amber Brown, Ayelet Gneezy, Elizabeth A. Keenan, and Leif D. Nelson (2013), "Commitment and behavior change: Evidence from the field." *Journal of Consumer Research*, 39(5), 1070-1084.

(Review Project Implicit at <https://implicit.harvard.edu/implicit/demo/> and perform the Young-Old IAT. Bring your results.)

Week 5

Automaticity and Nonconscious Goal Pursuit

Chartrand, Tanya L., Joel Huber, Baba Shiv, and Robin J. Tanner. "Nonconscious goals and consumer choice." *Journal of Consumer Research* 35, no. 2 (2008): 189-201.

Williams, Lawrence E. and T. Andrew Poehlman (2017), "Conceptualizing Consciousness in Consumer Research," *Journal of Consumer Research*, 44 (August), 231-251.

Fitzsimons, Gráinne M., Tanya L. Chartrand, and Gavan J. Fitzsimons (2008), "Automatic Effects of Brand Exposure on Motivated Behavior: How Apple Makes You "Think Different," *Journal of Consumer Research*, 35 (June), 21-35.

Berger, Jonah and Grainne M. Fitzsimons (2008), "Dogs on the Street, Pumas on Your Feet: How Cues in the Environment Influence Product Evaluation and Choice," *Journal of Marketing Research*, 45 (February), 1–14.

Michael L Lowe, Katherine E Loveland, Aradhna Krishna (2019), "A Quiet Disquiet: Anxiety and Risk Avoidance due to Nonconscious Auditory Priming," *Journal of Consumer Research*, Volume 46, Issue 1, June, Pages 159–179,

Article to skim and for future reference related to the topic:

Dhar, Ravi, Joel Huber, and Uzma Khan (2007), "The Shopping Momentum Effect," *Journal of Marketing Research*, 44 (August), 370-378.

Week 6

Self-Control and Goal Conflict

(You may want to read the following paper to acquire the appropriate background knowledge: Muraven, Mark and Roy Baumeister (2000), "Self-Regulation and Depletion of Limited Resources: Does Self-Control Resemble a Muscle?," *Psychological Bulletin*. 126 (March), 247-259.)

Fishbach, Ayelet and Ravi Dhar (2005), "Goals as Excuses or Guides: The Liberating Effect of Perceived Goal Progress on Choice," *Journal of Consumer Research*, 32 (December), 370-377.

Laran, Juliano, and Chris Janiszewski (2009), "Behavioral Consistency and Inconsistency in the Resolution of Goal Conflict," *Journal of Consumer Research*, 35 (April), 667-684.

Bartels, Daniel M. and Oleg Urminsky (2015), "To Know and to Care: How Awareness and Valuation of the Future Jointly Shape Consumer Spending," *Journal of Consumer Research*, 41 (April), 1469-1485.

Kivetz, Ran and Itamar Simonson (2002), "Self-Control for the Righteous: Toward a Theory of Precommitment to Indulgence," *Journal of Consumer Research*, 29 (September), 199-217.

Siddiqui, Rafay A., Frank May, and Ashwani Monga, "Time Window as a Self-Control Denominator: Shorter Windows Shift Preference Toward Virtues and Longer Windows Toward Vices," *Journal of Consumer Research*, 43, 6 (2017): 932-949.

Article to skim and for future reference related to the topic:

Vohs, Kathleen D., Roy F. Baumeister, and Brandon J. Schmeichel (2013), "Motivation, Personal Beliefs, and Limited Resources All Contribute to Self-Control," *Journal of Experimental Social Psychology*, 49, 184–188.

Week 7

Conscious and Non-Conscious Decision Making

(You may want to read the following paper to acquire the appropriate background knowledge: Simonson, Itamar (1989), "Choice Based on Reasons: The Case of Attraction and Compromise Effects," *Journal of Consumer Research*, 16 (September), 158-174.)

Scheibehenne, Benjamin, Rainer Greifeneder, Peter M. Todd (2010), "Can There Ever Be Too Many Options? A Meta-Analytic Review of Choice Overload," *Journal of Consumer Research*, 37 (5), 409-425.

Zauberman, Gal, B., Kyu Kim, Selin A. Makoc, and James R. Bettman (2009), "Discounting Time and Time Discounting: Subjective Time Perception and Intertemporal Preferences," *Journal of Marketing Research*, 46 (August), 543-556.

Bos, Maarten W., Ap Dijksterhuis, and Rick B. van Baaren (2011), "The Benefits of Sleeping on Things: Unconscious Thought Leads to Automatic Weighting," *Journal of Consumer Psychology*, 21 (January), 4-8.

Payne, John W., Adriana Samper, James R. Bettman, and Mary Frances Luce (2008), "Boundary Conditions on Unconscious Thought in Complex Decision Making," *Psychological Science*, 19 (November), 1118-1123.

Laran, Juliano, Chris Janiszewski, and Anthony Salerno (2016), "Exploring the Differences Between Conscious and Unconscious Goal Pursuit," *Journal of Marketing Research*, 53 (June), 442-458.

Articles to skim and for future reference related to the topic:

Bettman, James R., Mary Frances Luce, and John W. Payne (1998), "Constructive Consumer Choice Processes," *Journal of Consumer Research*, 25 (December), 187-217.

Week 8

Evolution and Consumer Behavior

(You may want to read the following paper to acquire the appropriate background knowledge: Lewis, D.M.G., Al-Shawaf, L., Conroy-Beam, D., Asao, K., & Buss, D. M. (2017). Evolutionary Psychology: A How-To Guide. *American Psychologist*, 72(4),353-373)

Durante, Kristina M., and Vladas Griskevicius (2018), "Evolution and Consumer Psychology", *Consumer Psychology Review*, 1, 4-21.

Griskevicius, Vladas, Noah J. Goldstein, Chad R. Mortensen, Jill M. Sundie, Robert B. Cialdini, and Douglas T. Kenrick. "Fear and loving in Las Vegas: Evolution, emotion, and persuasion." *Journal of Marketing Research* 46, no. 3 (2009): 384-395.

Otterbring, Tobias, Christine Ringler, Nancy J. Sirianni, and Anders Gustafsson. "The Abercrombie & Fitch effect: The impact of physical dominance on male customers' status-signaling consumption." *Journal of Marketing Research* 55, no. 1 (2018): 69-79.

Durante, Kristina M., Vladas Griskevicius, Joseph P. Redden, and Andrew E. White (2015), "Spending on Daughters in Economic Recessions", *Journal of Consumer Research*, 42 (3), 435-457.

Durante, Kristina M., Vladas Griskevicius, Stephanie M. Cantu, and Jeffrey A. Simpson. "Money, status, and the ovulatory cycle." *Journal of Marketing Research* 51, no. 1 (2014): 27-39.

Articles to skim and for future reference related to the topic:

Griskevicius, Vladas, Joshua M. Tybur, and Bram Van den Bergh. "Going green to be seen: status, reputation, and conspicuous conservation." *Journal of personality and social psychology* 98, no. 3 (2010): 392.

Durante, Kristina M., Vladas Griskevicius, Sarah E. Hill, Carin Perilloux, and Normal P. Li (2011), "Ovulation, Female Competition, and Product Choice: Hormonal Influences on Consumer Behavior," *Journal of Consumer Research*, 37 (April), 921-934.

Griskevicius, Vlad, Joshua M. Tybur, Jill M. Sundie, Robert B. Cialdini, Geoffrey F. Miller, and Douglas T. Kenrick (2007), "Blatant Benevolence and Conspicuous Consumption: When Romantic Motives Elicit Strategic Costly Signals," *Journal of Personality and Social Psychology*, 93 (1), 85-102.

Van den Bergh, Bram, Siegfried Dewitte, and Luk Warlop. "Bikinis instigate generalized impatience in intertemporal choice." *Journal of Consumer Research* 35, no. 1 (2008): 85-97.

Week 9

Self and Culture

Briley, Donnel A., Michael W. Morris, and Itamar Simonson. "Reasons as carriers of culture: Dynamic versus dispositional models of cultural influence on decision making." *Journal of Consumer Research* 27, no. 2 (2000): 157-178.

Escalas, Jennifer Edson, and James R. Bettman. "Self-construal, reference groups, and brand meaning." *Journal of Consumer Research* 32, no. 3 (2005): 378-389.

Monga, Alokparna Basu, and Deborah Roedder John. "Cultural differences in brand extension evaluation: The influence of analytic versus holistic thinking." *Journal of Consumer Research* 33, no. 4 (2007): 529-536.

Mazar, Nina, On Amir, and Dan Ariely. "The dishonesty of honest people: A theory of self-concept maintenance." *Journal of Marketing Research* 45, no. 6 (2008): 633-644.

Rucker, Derek D., David Dubois, and Adam D. Galinsky. "Generous paupers and stingy princes: power drives consumer spending on self versus others." *Journal of Consumer Research* 37, no. 6 (2011): 1015-1029.

Articles to skim and for future reference related to the topic:

Holt, Douglas B. "Why do brands cause trouble? A dialectical theory of consumer culture and branding." *Journal of Consumer Research* 29, no. 1 (2002): 70-90.

Week 10

Emotion and Happiness

(You may want to read the following paper to acquire the appropriate background knowledge: Pham, Michel Tuan, Joel B. Cohen, John W. Pracejus, and G. David Hughes. "Affect monitoring and the primacy of feelings in judgment." *Journal of Consumer Research* 28, no. 2 (2001): 167-188)

Liu, Wendy, and Jennifer Aaker. "The happiness of giving: The time-ask effect." *Journal of Consumer Research* 35, no. 3 (2008): 543-557.

Lee, Leonard, On Amir, and Dan Ariely. "In search of homo economicus: Cognitive noise and the role of emotion in preference consistency." *Journal of Consumer Research* 36, no. 2 (2009): 173-187.

Kim, Hakkyun, Kiwan Park, and Norbert Schwarz. "Will this trip really be exciting? The role of incidental emotions in product evaluation." *Journal of Consumer Research* 36, no. 6 (2010): 983-991

Pham, Michel Tuan, Leonard Lee, and Andrew T. Stephen. "Feeling the future: The emotional oracle effect." *Journal of Consumer Research* 39, no. 3 (2012): 461-477.

Yangjie Gu, Simona Botti, David Faro, Seeking and Avoiding Choice Closure to Enhance Outcome Satisfaction, *Journal of Consumer Research*, Volume 45, Issue 4, December (2018) Pages 792–809.

Week 11

Intertemporal and Context Effects

Hershfield, Hal E., Daniel G. Goldstein, William F. Sharpe, Jesse Fox, Leo Yeykelis, Laura L. Carstensen, and Jeremy N. Bailenson. "Increasing saving behavior through age-progressed renderings of the future self." *Journal of Marketing Research* 48, no. SPL (2011): S23-S37.

Sharpe, Kathryn M., Richard Staelin, and Joel Huber. "Using extremeness aversion to fight obesity: policy implications of context dependent demand." *Journal of Consumer Research* 35, no. 3 (2008): 406-422.

Monga, Ashwani, Frank May, and Rajesh Bagchi, "Eliciting Time versus Money: Time Scarcity Underlies Asymmetric Wage Rates," *Journal of Consumer Research* 81 (2017).

Shah, Avni M., James R. Bettman, Peter A. Ubel, Punam Anand Keller, and Julie A. Edell. "Surcharges Plus Unhealthy Labels Reduce Demand for Unhealthy Menu Items." *Journal of Marketing Research* 51, no. 6 (2014): 773-789.

Tonietto, Gabriela N., Selin A. Malkoc, and Stephen M. Nowlis (2019). "When an Hour Feels Shorter: Future Boundary Tasks Alter Consumption by Contracting Time," *Journal of Consumer Research*, 45 (February), 1085-1102.

Articles to skim and for future reference related to the topic:

Van den Bergh, Bram, Siegfried Dewitte, and Luk Warlop. "Bikinis instigate generalized impatience in intertemporal choice." *Journal of Consumer Research* 35, no. 1 (2008): 85-97.

Zauberman, Gal. "The intertemporal dynamics of consumer lock-in." *Journal of Consumer Research* 30, no. 3 (2003): 405-419.

Week 12

Mental Accounting

Cheema, Amar, and Dilip Soman. "Malleable mental accounting: The effect of flexibility on the justification of attractive spending and consumption decisions." *Journal of Consumer Psychology* 16, no. 1 (2006): 33-44.

Thaler, Richard H. "Mental accounting and consumer choice." *Marketing Science* 27, no. 1 (2008): 15-25.

Levav, Jonathan, and A. Peter McGraw. "Emotional accounting: How feelings about money influence consumer choice." *Journal of Marketing Research* 46, no. 1 (2009): 66-80.

Soster, Robin L., Ashwani Monga, and William O. Bearden. "Tracking costs of time and money: How accounting periods affect mental accounting." *Journal of Consumer Research* 37, no. 4 (2010): 712-721.

Stilley, Karen M., J. Jeffrey Inman, and Kirk L. Wakefield. "Planning to make unplanned purchases? The role of in-store slack in budget deviation." *Journal of Consumer Research* 37, no. 2 (2010): 264-278.

Articles to skim and for future reference related to the topic:

Okada, Erica Mina. "Trade-ins, mental accounting, and product replacement decisions." *Journal of Consumer Research* 27, no. 4 (2001): 433-446.

Soman, Dilip, and John T. Gourville. "Transaction decoupling: How price bundling affects the decision to consume." *Journal of Marketing Research* 38, no. 1 (2001): 30-44.

Week 13

No Class. Work on Research Proposal

Week 14

Social Influences and Word of Mouth

Berger, Jonah, and Morgan Ward. "Subtle signals of inconspicuous consumption." *Journal of Consumer Research*, 37, no. 4 (2010): 555-569.

McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales. "I'll have what she's having: Effects of social influence and body type on the food choices of others." *Journal of Consumer Research* 36, no. 6 (2010): 915-929.

Mead, Nicole L., Roy F. Baumeister, Tyler F. Stillman, Catherine D. Rawn, and Kathleen D. Vohs. "Social exclusion causes people to spend and consume strategically in the service of affiliation." *Journal of Consumer Research* 37, no. 5 (2011): 902-919.

Berger, Jonah, and Katherine L. Milkman. "What makes online content viral?." *Journal of Marketing Research* 49, no. 2 (2012): 192-205.

Barasch, Alixandra and Jonah Berger (2014), "Broadcasting and Narrowcasting: How Audience Size Affects What People Share." *Journal of Marketing Research*, 51 (3), 286- 299.

Articles to skim and for future reference related to the topic:

Argo, Jennifer J., Darren W. Dahl, and Andrea C. Morales (2008), "Positive Consumer Contagion: Responses to Attractive Others in a Retail Context," *Journal of Marketing Research*, 45 (December), 690-701.

Berger, Jonah, and Chip Heath. "Where consumers diverge from others: Identity signaling and product domains." *Journal of Consumer Research*, 34, no. 2 (2007): 121-134.

Week 15

Presentations.

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.]