

SCHOOL OF GRADUATE AND PROFESSIONAL EDUCATION - SUMMER SESSION 2016 TEXTBOOKS

RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
AP 6057	FAMILY, SCHOOLS AND COMMUNITY SYSTEMS	HOME, SCHOOL, AND COMMUNITY COLLABORATION: CULTURALLY RESPONSIVE FAMILY INVOLVEMENT	GRANT, K. & RAY, J.	2009	THOUSAND OAKS, CA: SAGE PUBLICATIONS.	109781483347547
CN 6015	INTERCULTURAL COMMUNICATION AND INTERNATIONAL PR	AN INTRODUCTION TO INTERCULTURAL COMMUNICATION: IDENTITIES IN A GLOBAL COMMUNITY	FRED E. (EDMUND) JANDT	2015, 8TH ED	SAGE	9781483344300
CN 6043	BRANDS AND DIGITAL BRANDING (blended format)	STRATEGIC BRAND MANAGEMENT	KEVIN LANE KELLER	4TH	PEARSON	9780273779414
CN 6250	THESIS IN COMMUNICATION	YOUR RESEARCH PROJECT: A STEP-BY-STEP GUIDE FOR THE FIRST-TIME RESEARCHER	WALLIMANN, N.	2001	SAGE	9781849204620
CN 6249	CAPSTONE PROJECT: THE DIGITAL START UP CHALLENGE	THE LEAN STARTUP: HOW TODAY'S ENTREPRENEURS USE CONTINUOUS INNOVATION TO CREATE RADICALLY SUCCESSFUL BUSINESSES	ERIC RIES	LATEST	PENGUIN	9780670921607