

GRADUATE SCHOOL OF ARTS AND SCIENCES - FALL TERM 2013 TEXTBOOKS

COURSE RUBRIC	COURSE DESCRIPTION	TEXTBOOK	AUTHOR(S)	EDITION	PUBLISHER/ISBN
AP 5001	FUNDAMENTALS OF PSYCHOLOGY SCIENCE	REQUIRED: UNDERSTANDING PSYCHOLOGY	ROBERT S. FELDMAN	11th	McGRAW HILL, ISBN-10: 007803521X, ISBN-13: 978-0078035210
		OPTIONAL: CLASSIC CASE STUDIES IN PSYCHOLOGY	GEOFF ROLLS	2nd	HODDER EDUCATION, ISBN-10: 1444104896, ISBN-13: 978-1444104899
AP 5002	RESEARCH METHODS IN PSYCHOLOGY	REQUIRED: DISCOVERING STATISTICS USING SPSS (INTRODUCING STATISTICAL METHODS SERIES)	ANDY FIELD	3rd	SAGE PUBLICATIONS, ISBN-10: 1847879071, ISBN-13: 978-1847879073
		REQUIRED: THE PRACTICAL RESEARCHER: A STUDENT GUIDE TO CONDUCTING PSYCHOLOGICAL RESEARCH	DANA S. DUNN	2nd	JOHN WILEY & SONS, ISBN-10: 1405168854, ISBN-13: 978-1405168854
		REQUIRED: FORTY STUDIES THAT CHANGED PSYCHOLOGY	ROGER R. HOCK	7th	PEARSON, ISBN-10: 0205927335 ISBN-13: 978-0205927333
		OPTIONAL: PSYCHOLOGICAL TESTING AND ASSESSMENT: AN INTRODUCTION TO TESTS AND MEASUREMENT	RONALD J. COHEN, MARK E. SWERDLIK	8th	McGRAW HILL
AP 5003	PSYCHOPATHOLOGY				
AP 5004	HUMAN DEVELOPMENT AND PERSONALITY THEORIES				
AP 6001	PRACTICUM SEMINAR I	NO TEXTBOOK			
AP 6020	BIOLOGICAL BASIS OF BEHAVIOR	PHYSIOLOGY OF BEHAVIOR	NEILR. CARLSON	10th ed.	PEARSON INTERNATIONAL ED, ISBN-13: 978-0-205-66627-0, ISBN-10: 0-205-66627-2
AP 6021	PROFESSIONAL & ETHICAL ISSUES IN APPLIED PSYCHOLOGY	NA			
AP 6023	QUALITATIVE RESEARCH	INTRODUCING QUALITATIVE RESEARCH IN PSYCHOLOGY	CARLA WILLIG	2nd ed.	OPEN UNIVERSITY PRESS, ISBN-10: 0335221157 ISBN-13: 978-0335221158
AP 6039	PRINCIPLES OF COUNSELING & PERSONAL DEVELOPMENT	HELPING SKILLS: FACILITATING EXPLORATION, INSIGHT AND ACTION	HILL, C.E.	Latest edition	AMERICAN PSYCHOLOGICAL ASSOCIATION, ISBN-10: 1433804514, ISBN-13: 978-1433804519

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COURSE RUBRIC	COURSE DESCRIPTION	TEXTBOOK	AUTHOR(S)	EDITION	PUBLISHER/ISBN
AP 6042	HUMANISTIC & PSYCHODYNAMIC APPROACHES TO COUNSELING & PSYCHOTHERAPY	FREUD AND BEYOND: A HISTORY OF MODERN PSYCHOANALYTIC THOUGHT	STEPHEN A. MITCHELL, MARGARET J. BLACK	Reprint edition	BASIC BOOKS, ISBN-13: 978-0465014057
		PERSON-CENTRED COUNSELLING IN ACTION (COUNSELLING IN ACTION SERIES)	DAVE MEARNS, BRIAN THORNE	3rd edition	SAGE PUBLICATIONS, ISBN-13: 978-1446252536
AP 6049	COGNITIVE & BEHAVIORAL APPROACHES TO COUNSELING & PSYCHOTHERAPY	1) TREATMENT PLANS AND INTERVENTIONS FOR DEPRESSION AND ANXIETY DISORDERS. 2) AN INTRODUCTION TO COGNITIVE BEHAVIOUR THERAPY: SKILLS AND APPLICATIONS	1) LEAHY, R. & HOLLAND, S. (2011) 2) WESTBROOK, D., KENNERLEY, H., & KIRK, J. (2011)	1) 2ND EDITION 2) 2ND EDITION	1) NEW YORK, NY: GUILFORD PRESS. ISBN 978-1-57230-514-4 2) ISBN-10: 1848606877 ISBN-13: 978-1848606876
AP 6053	TESTING & ASSESSMENT	1) PSYCHOLOGICAL TESTING: HISTORY, PRINCIPLES, AND APPLICATIONS (6TH EDITION). 2) ESSENTIALS OF WAIS-IV ASSESSMENT (ESSENTIALS OF PSYCHOLOGICAL ASSESSMENT)	1) GREGORY, R. J.(2010) 2) LICHTENBERGER, E. O., & KAUFMAN, A. S. (2012)	1) 6TH EDITION 2) 2ND EDITION	1) PEARSON ISBN-10: 0205782140 ISBN-13: 978-0205782147 2) JOHN WILEY & SONS ISBN-10: 9781118271889 ISBN-13: 978-1118271889
AP 6070	DEVELOPMENTAL & LEARNING DISABILITIES	CONTROVERSIAL THERAPIES FOR DEVELOPMENTAL DISABILITIES: FAD, FASHION, AND SCIENCE IN PROFESSIONAL PRACTICE	JACOBSON, MULICK, & ROHAN	2009	LAWRENCE ERLBAUM ASSOCIATES INC, ISBN: 9780805841923
AP 6072	CHILD & ADOLESCENT THERAPEUTIC INTERVENTIONS	COUNSELING AND PSYCHOTHERAPY WITH CHILDREN AND ADOLESCENTS: THEORY AND PRACTICE FOR SCHOOL AND CLINICAL SETTINGS	THOMPSON PROUT H. & BROWN, D.T. (EDS.). (2007).	4TH EDITION	JOHN WILEY & SONS, INC. ISBN-10: 0471770914
					ISBN-13: 978-0471770916
AP 6077	CHILD & ADOLESCENT DEVELOPMENT	PENDING			
AP 6291	THESIS	NO TEXTBOOK			
BU 6013	BUSINESS STRATEGY	THEORY OF STRATEGIC MANAGEMENT	HILL AND JONES	EDITION: INTERNATIONAL ED OF 10TH REVISED ED	SOUTHWESTERN COLEGE PUB, ISBN-10: 1133584705 ISBN-13: 978-1133584704

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COURSE RUBRIC	COURSE DESCRIPTION	TEXTBOOK	AUTHOR(S)	EDITION	PUBLISHER/ISBN
CN 6001	PUBLIC RELATIONS STRATEGY	STRATEGIC PLANNING FOR PUBLIC RELATIONS	RONALD D. SMITH	4TH, 2012	ROUTLEDGE, ISBN-13: 978-0415506762
CN 6002	ADVANCED MEDIA WRITING AND TECHNIQUES	PUBLIC RELATIONS WRITING AND MEDIA TECHNIQUES	DENNIS L. WILCOX	7TH, 2012	PEARSON ISBN-13: 978-0205211678
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS	RESEARCHING COMMUNICATIONS: A PRACTICAL GUIDE TO METHODS IN MEDIA AND CULTURAL ANALYSIS	DAVID DEACON, MICHAEL PICKERING, PETER GOLDING, GRAHAM MURDOCK.	HODDER EDUCATION, 2ND,2007	ISBN-13: 9780340926994
CN 6020	EFFECTIVE COMMUNICATION SKILLS	COMMUNICATION: PRINCIPLES FOR A LIFETIME.	BEEBE, STEVEN A., BEEBE, SUSAN J. AND IVY	5TH, 2013	PEARSON, ISBN-13: 9780205029433
CN 6041	STRATEGY, PLANNING & DESIGN OF DIGITAL & SOCIAL MEDIA CAMPAIGNS	EMARKETING EXCELLENCE: PLANNING AND OPTIMIZING YOUR DIGITAL MARKETING	DAVE CHAFFEY, PR SMITH	4th	ROUTLEDGE, ISBN-10: 0415533376, ISBN-13: 978-0415533379
		DIGITAL MARKETING. STRATEGY, IMPLEMENTATION AND PRACTICE	DAVE CHAFFEY, FIONA ELLIS-CHADWICK	5th	PEARSON, ISBN-10: 0273746103, isbn-13: 978-0273746102
CN 6042	PRODUCTION LAB I: WEB DESIGN & DEVELOPMENT	REQUIRED / THE ELEMENTS OF USER EXPERIENCE: USER-CENTERED DESIGN FOR THE WEB AND BEYOND (VOICES THAT MATTER)	JESSE JAMES GARRETT	2nd	NEW RIDERS, ISBN-10: 0321683684 ISBN-13: 978-0321683687
CN 6042	PRODUCTION LAB I: WEB DESIGN & DEVELOPMENT	REQUIRED / INFORMATION ARCHITECTURE: BLUEPRINTS FOR THE WEB	CHRISTINA WODTKE, AUSTIN GOVELLA	2nd	NEW RIDERS, ISBN-10: 0321600800, ISBN-13: 978-0321600806
		REQUIRED: CONTENT STRATEGY AT WORK: REAL-WORLD STORIES TO STRENGTHEN EVERY INTERACTIVE PROJECT	MARGOT BLOOMSTEIN	2012	MORGAN KAUFMANN, ISBN-10: 0123919223, ISBN-13: 978-0123919229
		OPTIONAL / DESIGNING FOR THE DIGITAL AGE: HOW TO CREATE HUMAN-CENTERED PRODUCTS AND SERVICES	KIM GOODWIN	2009	WILEY
		OPTIONAL / THE DESIGN OF EVERYDAY THINGS	DONALD A. NORMAN	LATEST	BASIC BOOKS

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COURSE RUBRIC	COURSE DESCRIPTION	TEXTBOOK	AUTHOR(S)	EDITION	PUBLISHER/ISBN
CN 6512	CAPSTONE PROJECT IN COMMUNICATION	COMMUNICATION RESEARCH: STRATEGIES AND SOURCES	REBECCA B. RUBIN, ALAN M. RUBIN, PAUL M. HARIDAKIS	7TH, 2010	WADSWORTH PUBLISHING, ISBN-13: 9780495095880