

SCHOOL OF GRADUATE AND PROFESSIONAL EDUCATION - WINTER TERM 2019 TEXTBOOKS

PSYCHOLOGY						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
AP 6043	ADVANCED ANALYSIS AND INTERPRETATION OF BEHAVIORAL DATA	DISCOVERING STATISTICS WITH SPSS	FIELD A.	LATEST	LONDON: SAGE PUBLICATIONS	9789351500827
AP 6045	ADVANCED PSYCHOPATHOLOGY	DIAGNOSTIC AND STATISTICAL MANUAL OF MENTAL DISORDERS	AMERICAN PSYCHIATRIC ASSOCIATION	LATEST	AMERICAN PSYCHIATRIC ASSOCIATION	9780890425558
		UNDERSTANDING PERSONALITY STRUCTURE IN THE CLINICAL PROCESS	MCWILLIAMS, N.	LATEST	GUILFORD PRESS	9781609184940
AP 6071	CHILD AND ADOLESCENT PSYCHOLOGICAL ASSESSMENT	CLINICAL ASSESSMENT OF CHILD AND ADOLESCENT PERSONALITY AND BEHAVIOR	FRICK, P. J., BARRY, C. T., & KAMPHAUS, R. W.	LATEST	SPRINGER	9780387263007
AP 6073	CONSULTATION	PSYCHOLOGICAL CONSULTATION AND COLLABORATION IN SCHOOL AND COMMUNITY SETTINGS	DOUGHERTY, A. M.	LATEST	CENGAGE BROOKS/COLE	ebook / access through Deree Blackboard
AP 6174	BEHAVIOR MANAGEMENT AND APPLIED BEHAVIOR ANALYSIS	APPLIED BEHAVIOR ANALYSIS FOR TEACHERS	ALBERTO, P.A., TROUTMAN, A.C.	LATEST	NJ: MERRILL PRENTICE HALL	9780132655972
AP 6224	INTERVIEWING TECHNIQUES	CLINICAL INTERVIEWING	SOMMERS-FLANAGAN, J, & SOMMERS-FLANAGAN, R.	LATEST	WILEY	9780471415473
AP 6246	PSYCHOLOGY OF ADDICTIONS	DRUGS IN PERSPECTIVE: CAUSES, ASSESSMENT, FAMILY, PREVENTION, INTERVENTION, AND TREATMENT	FIELDS	LATEST	McGRAW	ebook / access through Deree Blackboard
AP 6478	FIELDWORK	A PRACTICAL GUIDE TO BUILDING PROFESSIONAL COMPETENCIES IN SCHOOL PSYCHOLOGY	LIONETTI, T.M., SNYDER, E.P, & RAY W. C.	LATEST	SPRINGER	9781441962560
AP 6556	FAMILY AND SYSTEM APPROACHES TO COUNSELING AND PSYCHOTHERAPY	FAMILY THERAPY: AN OVERVIEW	STANTON M., GOLDENBERG H., GOLDENBERG I.	LATEST	CENGAGE	9780495603658
		THE TACTICS OF CHANGE: DOING THERAPY BRIEFLY	FISCH, R, WEAKLAND, J.H., AND SEGAL, L.	LATEST	JOSSEY BASS	9780875895215
		FAMILY THERAPY TECHNIQUES	MINUCHIN, S. H. AND FISHMAN, C.	LATEST	HARVARD UNIVERSITY PRESS	9780674294103
AP 6560	HUMANISTIC AND EXISTENTIAL APPROACHES TO COUNSELING AND PSYCHOTHERAPY	EXISTENTIAL-HUMANISTIC THERAPY (THEORIES OF PSYCHOTHERAPY SERIES)	SCHNEIDER, K. J. & KRUG, O. T.	LATEST	AMERICAN PSYCHOLOGICAL ASSOCIATION	9781433827372
AP 6702	PRACTICUM II	CLINICAL CASE FORMULATIONS: MATCHING THE INTEGRATIVE TREATMENT PLAN TO THE CLIENT	INGRAM, B.C.	LATEST	NEW JERSEY: JOHN WILEY & SONS, INC.	9781118038222

COMMUNICATION						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
CN 6002	ADVANCED MEDIA WRITING AND TECHNIQUES	PUBLIC RELATIONS WRITING AND MEDIA TECHNIQUES	DENNIS L. WILCOX	LATEST	PEARSON	9781292040738
CN 6007	STRATEGIC CORPORATE COMMUNICATION	CORPORATE COMMUNICATION: THEORY AND PRACTICE	CORNELISSEN JOEP	5TH	SAGE	978-1473953703
CN 6010	MEDIA AND COMMUNICATION THEORY	FUNDAMENTALS OF MEDIA EFFECTS	BRYANT, J., THOMPSON, S. AND FINKLEA, B. B.	LATEST	WAVELAND PRESS	ASIN: B00GUOBQUI

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CN 6017	PR AND THE NEW MEDIA	THE NEW RULES OF MARKETING & PR: HOW TO USE SOCIAL MEDIA, ONLINE VIDEO, MOBILE APPLICATIONS, BLOGS, NEWS RELEASES, AND VIRAL MARKETING TO REACH BUYERS DIRECTLY	DAVID MEERMAN SCOTT	LATEST	WILEY	9781119070481
CN 6027	QUANTITATIVE RESEARCH IN COMMUNICATION	QUANTITATIVE RESEARCH IN COMMUNICATION	ALLEN, M., TITSWORTH, S. & HUNT, S.K.	LATEST	SAGE	9781412956963
CN 6030	MULTIMEDIA APPLICATIONS FOR COMMUNICATIONS CAMPAIGNS	SIGHT, SOUND, MOTION: APPLIED MEDIA AESTHETICS	ZETTL, H.	LATEST	WADSWORTH/CENGAGE LEARNING	9781285081236
		VISUAL RESEARCH: AN INTRODUCTION TO RESEARCH METHODOLOGIES IN GRAPHIC DESIGN	NOBLE, I. & BESTLEY, R.	LATEST	SWITZERLAND: AVA PUBLISHING.	9782940373208
CN 6040	DIGITAL MEDIA AND COMPUTER MEDIATED COMMUNICATION	SOCIAL MEDIA: ENDURING PRINCIPLES	HUMPHREYS, ASHLEE		OXFORD UNIVERSITY PRESS	9780199328437
		DIGITAL MEDIA & SOCIETY	LINDGREN, SIMON		LONDON, SAGE PUBLICATIONS	9781473925014
CN 6043	BRANDS AND DIGITAL BRANDING	STRATEGIC BRAND MANAGEMENT	KEVIN LANE KELLER	4TH	PEARSON	9780273779414
CN 6047	CONTENT STRATEGY	THE DEFINITIVE GUIDE TO STRATEGIC CONTENT MARKETING: PERSPECTIVES, ISSUES, CHALLENGES AND SOLUTIONS	DZAMIC, L. & KIRBY, L.	1ST	KOGAN PAGE	9780749482220
CN 6512	CAPSTONE PROJECT IN COMMUNICATION	COMMUNICATION RESEARCH: STRATEGIES AND SOURCES	REBECCA B. RUBIN, ALAN M. RUBIN, PAUL M. HARIDAKIS	7TH	WADSWORTH PUBLISHING	9780495095880

DATA SCIENCE						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
ITC 6003	APPLIED MACHINE LEARNING	INTRODUCTION TO DATA MINING	TAN P.N., STEINBACH M., AND KUMAR V		PEARSON	9781292026152
ITC 6004	DATA VISUALIZATION AND COMMUNICATION	INTERACTIVE DATA VISUALISATION: FOUNDATIONS, TECHNIQUES, AND APPLICATIONS	M. O. WARD, G. GRINSTEIN, D. KEIM	1ST	CRC Prss	9781568814735
ITC 6107	STORING AND RETRIEVING DATA	DATA ANALYTICS WITH HADOOP: AN INTRODUCTION FOR DATA SCIENTISTS	BENGFORT, B., & KIM, J.	1ST	O'REILLY MEDIA, INC.	9781491913703
		LEARNING SPARK. SEBASTOPOL	KARAU, H., KONWINSKI, A., WENDELL, P. & ZAHARIA, M.	1ST	CA: O'REILLY	9781449358624
ITC 6230	ADVANCED MACHINE LEARNING	MACHINE LEARNING: A PROBABILISTIC PERSPECTIVE (ADAPTIVE COMPUTATION AND MACHINE LEARNING SERIES)	MURPHY, KEVIN P.	2012	CAMBRIDGE, MASS.: MIT PRESS	9780262018029
ITC 6420	SAS PLATFORM FOR BUSINESS ANALYTICS	INSTRUCTOR NOTES				

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TESOL						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
MA in TESOL / PROGRAM TEXTBOOKS		THE PRACTICE OF ENGLISH LANGUAGE TEACHING	HARMER, J.	LATEST	LONGMAN PEARSON	9781447980254
		LEARNING TEACHING	SCRIVENER, J	LATEST	OXFORD: MACMILLAN	9780230729841
TL 6003	LANGUAGE LEARNING AND ACQUISITION	UNDERSTANDING SECOND LANGUAGE ACQUISITION	ORTEGA, L.	LATEST	NEW YORK: ROUTLEDGE	9780340905593
TL 6006	CURRICULUM AND SYLLABUS DESIGN	CURRICULUM DEVELOPMENT IN LANGUAGE TEACHING	RICHARDS, J. C.	LATEST	CAMBRIDGE UNIVERSITY PRESS.	9780521804912
TL 6009	MANAGEMENT IN TESOL	FROM TEACHER TO MANAGER: MANAGING LANGUAGE TEACHING ORGANIZATIONS	WHITE, R., HOCKLEY, A., VAN DER HORST JANSEN, J., & LAUGHNER, M.	LATEST	CAMBRIDGE: CAMBRIDGE UNIVERSITY PRESS.	9780521709095
		LEADERSHIP IN ENGLISH LANGUAGE EDUCATION	CHRISTISON, M., A., & MURRAY, D. E.	LATEST	NEW YORK & LONDON: ROUTLEDGE.	9780805863116
TL 6011	RESEARCH METHODS IN TESOL	RESEARCH METHODS IN APPLIED LINGUISTICS: QUANTITATIVE, QUALITATIVE AND MIXED METHODOLOGIES	DORNYEI, Z.	2007	OUP OXFORD	9780194422581
		QUALITATIVE INQUIRY IN TESOL	RICHARDS, K.	2003	BASINGSTOKE: PALGRAVE MACMILLAN.	9781403901354
TL 6410	TESOL PRACTICE	LEARNING TEACHING: THE ESSENTIAL GUIDE TO ENGLISH LANGUAGE TEACHING.	SCRIVENER, J.	LATEST	LONDON: MACMILLAN	B00M0PSS0W

THESIS						
AP 6591	THESIS IN COUNSELING PSYCHOLOGY	DISSERTATIONS AND THESES FROM START TO FINISH. PSYCHOLOGY AND RELATED FIELDS	CONE, J.D. & FOSTER, S.L.	1996	WASHINGTON D.C.: AMERICAN PSYCHOLOGICAL ASSOCIATION	9781591473626
		PUBLICATION MANUAL OF THE AMERICAN PSYCHOLOGICAL ASSOCIATION	AMERICAN PSYCHOLOGICAL ASSOCIATION	6TH	AMERICAN PSYCHOLOGICAL ASSOCIATION	9781433805615
AP 6489	THESIS IN EDUCATIONAL PSYCHOLOGY	DISSERTATIONS AND THESES FROM START TO FINISH. PSYCHOLOGY AND RELATED FIELDS	CONE, J.D. & FOSTER, S.L.	1996	WASHINGTON D.C.: AMERICAN PSYCHOLOGICAL ASSOCIATION	9781591473626
		PUBLICATION MANUAL OF THE AMERICAN PSYCHOLOGICAL ASSOCIATION	AMERICAN PSYCHOLOGICAL ASSOCIATION	6TH	AMERICAN PSYCHOLOGICAL ASSOCIATION	9781433805615
CN 6450	THESIS IN DIGITAL COMMUNICATION	YOUR RESEARCH PROJECT: A STEP-BY-STEP GUIDE FOR THE FIRST-TIME RESEARCHER	WALLIMANN, N.	LATEST	SAGE	ASIN: B01JXR18R2
CN 6460	THESIS IN STRATEGIC COMMUNICATION					