

SCHOOL OF GRADUATE AND PROFESSIONAL EDUCATION - SPRING TERM 2019 TEXTBOOKS

PSYCHOLOGY						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
AP 6010	PROGRAM DESIGN & EVALUATION	EVALUATION	WEISS CAROL COHEN	LATEST	UPPER SADDLE, NJ: PRENTICE-HALL.	9780133097252
AP 6023	QUALITATIVE RESEARCH	INTRODUCING QUALITATIVE RESEARCH IN PSYCHOLOGY	WILLIG, C.	LATEST	UK: OPEN UNIVERSITY PRESS.	9780335244492
AP 6057	FAMILY, SCHOOLS & COMMUNITY SYSTEMS	HOME, SCHOOL, AND COMMUNITY COLLABORATION: CULTURALLY RESPONSIVE FAMILY INVOLVEMENT	GRANT, K. & RAY, J.	LATEST	THOUSAND OAKS, CA: SAGE PUBLICATIONS.	9781483347547
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.	2007	NEW JERSEY: JOHN WILEY & SONS, INC	978-0471770916
AP 6075	LEARNING DISABILITIES ASSESSMENT & REMEDIATION	LEARNING DISABILITIES: FROM IDENTIFICATION TO INTERVENTION	FLETCHER, M. J., LYON, G. R., FUCHS, L. S. & BARNES, M. A.	LATEST	NEW YORK: THE GUILFORD PRESS.	9781593853709
AP 6244	COUNSELING IN HEALTH SETTINGS	COUNSELLING IN HEALTH CARE SETTINGS: A HANDBOOK FOR PRACTITIONERS	BOR R, MILLER R, GILL S, EVANS A.	LATEST	UK: PALGRAVE MACMILLAN	9780230549425
AP 6585	SHORT TERM APPROACHES TO COUNSELING & PSYCHOTHERAPY	THE ART AND SCIENCE OF BRIEF PSYCHOTHERAPIES: A PRACTITIONERS GUIDE, CORE COMPETENCIES IN PSYCHOTHERAPY SERIES	GABBARD, GLEN O. (SERIES EDITOR), DEWAN, MANTOSH J., STEENBARGER, BRETT N., AND GREENBERG, ROGER P. (EDS.)	LATEST	ARLINGTON, VA: AMERICAN PSYCHIATRIC PUBLISHING, INC.	9781615370795
AP 6590	CAREER COUNSELING	CAREER COUNSELING: FOUNDATIONS, PERSPECTIVES, AND APPLICATIONS	CAPUZZI, D. & STAUFFER, M.D. (EDS)	LATEST	TAYLOR& FRANCIS	9781138744356
		CAREER SOUNSELING: A HOLISTIC APPROACH	ZUNKER, V.G.	LATEST	CENGAGE	9781305087286
AP 6803	PRACTICUM III	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 6004	COMMUNICATION FOR THE TOURISM INDUSTRY	MARKETING COMMUNICATIONS IN TOURISM AND HOSPITALITY	SCOTT MCCABE	LATEST	ROUTLEDGE	9780750682770
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	LATEST	HODDER EDUCATION	9780340926994
		MASS MEDIA RESEARCH	R.D. WIMMER, J.R. DOMINICK	LATEST	CENGAGE	ebook / access through Deree Blackboard
CN 6020	EFFECTIVE COMMUNICATION SKILLS	COMMUNICATION: <i>PRINCIPLES FOR A LIFETIME</i>	BEEBE, STEVEN A., BEEBE, SUSAN J. AND IVY, DIANA K.	2006	Allyn & Bacon	9780205467020
CN 6011	CRISIS COMMUNICATION MANAGEMENT	ONGOING CRISIS COMMUNICATION: PLANNING, MANAGING AND RESPONDING,	W. TIMOTHY COOMBS	LATEST	SAGE	9781412983105
CN 6041	DIGITAL AND SOCIAL MEDIA STRATEGY	<i>E-LICENSES WILL BE PROVIDED BY THE ISTRUCTOR</i>				
CN 6046	UX – USER EXPERIENCE & RESPONSIVE DESIGN	THE UX BOOK: PROCESS AND GUIDELINES FOR ENSURING A QUALITY USER EXPERIENCE	HARTSON, R. & PYLA, P.	LATEST	WALTHAM, MA: MORGAN KAUFMANN	9780123852410

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RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
CN 6148	DIGITAL & SOCIAL ANALYTICS	DIGITAL MARKETING ANALYTICS: MAKING SENSE OF CONSUMER DATA IN A DIGITAL WORLD	CHUCK HERMANN & KEN BURBARY	LATEST	QUE	9780789750303
		WEB ANALYTICS 2.0: THE ART OF ONLINE ACCOUNTABILITY AND SCIENCE OF CUSTOMER CENTRICITY	AVINASH KAUSHIK	LATEST	WILEY	9780470529393
CN 6249	CAPSTONE PROJECT: DIGITAL START-UP CHALLENGE	THE LEAN STARTUP: HOW TODAY'S ENTREPRENEURS USE CONTINUOUS INNOVATION TO CREATE RADICALLY SUCCESSFUL BUSINESSES	RIES, ERIC	LATEST	CROWN BUSINESS	9780670921607
CN 6512	CAPSTONE PROJECT IN COMMUNICATION	ARTICLES WILL BE PROVIDED BY THE ISTRUCTOR				

DATA SCIENCE

RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
ITC 6005	SEMANTIC WEB	SEMANTIC WEB FOR THE WORKING ONTOLOGIST,: EFFECTIVE MODELING IN RDFS AND OWL	ALLEMANG D., HENDLER J.	2008	MORGAN KAUFMANN	9780123859655
ITC 6006	BIG DATA IN BUSINESS	BIG DATA, DATA MINING, AND MACHINE LEARNING: VALUE CREATION FOR BUSINESS LEADERS AND PRACTITIONERS	DEAN J.	2014	WILEY AND SAS BUSINESS SERIES	9781118618042
ITC 6010	NATURAL LANGUAGE PROCESSING	SPEECH AND LANGUAGE PROCESSING: AN INTRODUCTION TO NATURAL LANGUAGE PROCESSING, COMPUTATIONAL LINGUISTICS AND SPEECH RECOGNITION	JURAFSKY, D., AND MARTIN J. H.	2000	PRENTICE HALL SERIES IN ARTIFICIAL INTELLIGENCE	9780130950697
		FOUNDATIONS OF STATISTICAL NATURAL LANGUAGE PROCESSING	CHRISTOPHER D., AND SCHÜTZE H.	1999	CAMBRIDGE, MA: MIT PRESS	9780262133609
ITC 6421	CAPSTONE	VARIOUS JOURNAL ARTICLES AND BOOK CHAPTERS (AND OTHER RESOURCES) MADE AVAILABLE THROUGH THE LIBRARY, ACG DATABASES AND BLACKBOARD LEARN				

TESOL

RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
TL 6004	EDUCATIONAL TECHNOLOGY IN TESOL	TECHNOLOGY ENHANCED LANGUAGE LEARNING: CONNECTING THEORY AND PRACTICE	WHITE, WALKER	LATEST	OXFORD	9780194423687
TL 6005	TEACHING LANGUAGE SKILLS	THE CAMBRIDGE GUIDE TO PEDAGOGY AND PRACTICE IN SECOND LANGUAGE TEACHING	BURNS, A.	2012	CAMBRIDGE, UK: CAMBRIDGE UNIVERSITY PRESS	9781107602007
TL 6212	CAPSTONE RPROJECT IN TESOL	VARIOUS JOURNAL ARTICLES AND BOOK CHAPTERS (AND OTHER RESOURCES) MADE AVAILABLE THROUGH THE LIBRARY, ACG DATABASES AND BLACKBOARD LEARN				
AP 6075	LEARNING DISABILITIES ASSESSMENT AND REMEDIATION	ESSENTIALS OF DYSLEXIA ASSESSMENT AND INTERVENTION	MATHER, N. & WENDLING, B. J.	LATEST	WILEY	9780470927601
		LEARNING DISABILITIES: FROM IDENTIFICATION TO INTERVENTION	FLETCHER, M. J., LYON, G. R., FUCHS, L. S. & BARNES, M. A.	LATEST	NEW YORK: THE GUILFORD PRESS.	9781593853709

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
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RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
		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 6460	THESIS IN STRATEGIC COMMUNICATION	YOUR RESEARCH PROJECT: A STEP-BY-STEP GUIDE FOR THE FIRST-TIME RESEARCHER	WALLIMANN, N.	LATEST	SAGE	ASIN: B01JXR18R2
CN 6450	THESIS IN DIGITAL COMMUNICATION					
ITC 6440	THESIS IN DATA SCIENCE	<i>VARIOUS JOURNAL ARTICLES AND BOOK CHAPTERS (AND OTHER RESOURCES) MADE AVAILABLE THROUGH THE LIBRARY, ACG DATABASES AND BLACKBOARD LEARN</i>				
TL 6513	THESIS IN TESOL	WRITING AN APPLIED LINGUISTICS THESIS OR DISSERTATION: A GUIDE TO PRESENTING EMPIRICAL RESEARCH	BITCHENER, J.	2009	PALGRAVE MACMILLAN	9780230224544