

SCHOOL OF GRADUATE AND PROFESSIONAL EDUCATION - WINTER TERM 2020 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	A learning resources fee will be applied upon registration / 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	A learning resources fee will be applied upon registration / 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	A learning resources fee will be applied upon registration / access through Deree Blackboard
		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 6549	CBT APPROCHES TO COUNSELING AND PSYCHOTHERAPY	SCHEMA THERAPY: A PRACTITIONER'S GUIDE	YOUNG, J.E., KLOSKO, J.S., & WEISHAAR, M.E.	LATEST	OXFORD: OXFORD UNIVERSITY PRESS	9781593853723
		COGNITIVE BEHAVIOUR THERAPY FOR PSYCHIATRIC PROBLEMS: A PRACTICAL GUIDE	HAWTON, K., SALKOVSKIS, P. M., KIRK, J., & CLARK, D. M.	LATEST	OXFORD: OXFORD UNIVERSITY PRESS	9780192615879
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

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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 6006	APPLIED COMMUNICATION RESEARCH METHODS	UNDERSTANDING COMMUNICATION RESEARCH METHODS: A THEORETICAL AND PRACTICAL APPROACH	STEPHEN M. CROUCHER, DANIEL CRONN-MILLS	LATEST	ROUTLEDGE	A learning resources fee will be applied upon registration / access through Deree Blackboard
CN 6008	COMMUNICATION FOR THE ENTERTAINMENT INDUSTRY	ENTERTAINMENT PUBLIC RELATIONS	CAROL AMES	LATEST	PETER LANG INC	9781433130540
CN 6010	MEDIA AND COMMUNICATION THEORY	FUNDAMENTALS OF MEDIA EFFECTS	BRYANT, J., THOMPSON, S. AND FINKLEA, B. B.	LATEST	WAVELAND PRESS	ASIN: B00GUOBQUI
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 6030	MULTIMEDIA APPLICATIONS FOR COMM CAMPAIGNS	SIGHT, SOUND, MOTION: APPLIED MEDIA AESTHETICS	ZETTL, H.	LATEST	WADSWORTH/CENGAGE LEARNING	A learning resources fee will be applied upon registration / access through Deree Blackboard
		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	DIGITAL MEDIA & SOCIETY	LINDGREN, SIMON	LATEST	LONDON, SAGE PUBLICATIONS	9781473925014
CN 6141	DIGITAL AND SOCIAL MEDIA STRATEGY	DIGITAL MARKETING ESSENTIALS: A COMPREHENSIVE DIGITAL MARKETING TEXTBOOK	JEFF LARSON, STUART DRAPER	LATEST	STUKENT	A learning resources fee will be applied upon registration / access through Deree Blackboard
CN 6065	SOCIAL MEDIA MANAGEMENT	STRATEGIC SOCIAL MEDIA: FROM MARKETING TO SOCIAL CHANGE	L. MEGHAN MAHONEY, TANG TANG	LATEST	WILEY	9781118556849
CN 6074	CREATIVITY AND IDEATION	CREATIVE STRATEGY IN ADVERTISING	DREWNIAANY, B.L. AND JEWLER, J.A.	LATEST	WADSWORTH/CENGAGE LEARNING	9781285080277
CN 6082	ART DIRECTION	GRAPHICS FOR VISUAL COMMUNICATION	CRAIG L. DENTON	LATEST	WILLIAM C BROWN PUB	9780697085405
CN 6172	CAMPAIGN STRATEGY AND PLANNING	ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS.	PARENTE, D., & STRAUSBAUGH-HUTCHINSON, K.	LATEST	CENGAGE	A learning resources fee will be applied upon registration / access through Deree Blackboard

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RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
CN 6512	CAPSTONE PROJECT	THE PUBLIC RELATIONS STRATEGIC TOOLKIT: AN ESSENTIAL GUIDE TO SUCCESSFUL PUBLIC RELATIONS PRACTICE	ALISON THEAKER, HEATHER YAXLEY	LATEST	ROUTLEDGE	9781138678675

DATA SCIENCE						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
ITC 5002	DATA ANALYTICS WITH R	DISCOVERING STATISTICS USING R	FIELD, A., MILES, J., FIELD, Z.	LATEST	SAGE	9781446200469
ITC 5003	DATABASES	DATABASE SYSTEMS: A PRACTICAL APPROACH TO DESIGN, IMPLEMENTATION, AND MANAGEMENT	CONNOLLY, T. & BEGG, C (2014),	LATEST	BOSTON: ADDISON-WESLEY	9780132943260
ITC 6003	APPLIED MACHINE LEARNING	INTRODUCTION TO DATA MINING	TAN P.N., STEINBACH M., AND KUMAR V.	LATEST	PEARSON	9780133128901
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
		BIG DATA: PRINCIPLES AND PARADIGMS	R. BUYYA ET AL.	2016	MORGAN-KAUFMAN	9780128053942
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	SAS ENTERPRISE GUIDE 1: QUERYING AND REPORTING COURSE NOTES	RESOURCES WILL BE RPROVIDED BY THE INSTRUCTOR			
		APPLIED ANALYTICS USING SAS ENTERPRISE MINER COURSE NOTES	RESOURCES WILL BE RPROVIDED BY THE INSTRUCTOR			
		SAS VISUAL ANALYTICS: GETTING STARTED COURSE NOTES	RESOURCES WILL BE RPROVIDED BY THE INSTRUCTOR			

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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
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	TRINITY CERTTESOL COMPANION: A GUIDE FOR ENGLISH LANGUAGE TEACHERS	ANDERSON, J.	2017	ERNST KLETT SPRACHEN GMBH	9783125016231
		DOING ACTION RESEARCH IN ENGLISH LANGUAGE TEACHING: A GUIDE FOR PRACTITIONERS	BURNS, A.	2009	NEW YORK: ROUTLEDGE.	9780415991452

THESIS						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
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: B01JXRI8R2
CN 6460	THESIS IN STRATEGIC COMMUNICATION					