

SCHOOL OF GRADUATE AND PROFESSIONAL EDUCATION - SPRING TERM 2020 TEXTBOOKS

PSYCHOLOGY						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
AP 6010	PROGRAM DESIGN AND EVALUATION	HANDBOOK OF PRACTICAL PROGRAM EVALUATION (ESSENTIAL TEXTS FOR NONPROFIT AND PUBLIC LEADERSHIP AND MANAGEMENT)	NEWCOMER KATHRYN E., HATRY HARRY P. & WHOLEY JOSEPH S.	4th	WILEY	9781118893609
AP 6023	QUALITATIVE RESEARCH	INTRODUCING QUALITATIVE RESEARCH IN PSYCHOLOGY	WILLIG, C.	LATEST	UK: OPEN UNIVERSITY PRESS.	9780335244492
AP 6034	GROUP COUNSELING AND PSYCHOTHERAPY	THE THEORY AND PRACTICE OF GROUP PSYCHOTHERAPY	YALOM, D.I., LESZCZ, M.	LATEST	BASIC BOOKS	9780465092840
AP 6055	WORKSHOP ON CRISIS INTERVENTION	<i>NOTES WILL BE PROVIDED BY THE INSTRUCTOR</i>				
AP 6057	FAMILY, SCHOOL AND COMMUNITY SYSTEMS	HOME, SCHOOL, AND COMMUNITY COLLABORATION: CULTURALLY RESPONSIVE FAMILY INVOLVEMENT	GRANT, K. & RAY, J.	LATEST	THOUSAND OAKS, CA: SAGE PUBLICATIONS.	A learning resources fee will be applied upon registration / access through Deree Blackboard
AP 6058	CRISIS INTERVENTION IN THE SCHOOLS	SCHOOL CRISIS PREVENTION+INTERVENTION: THE PREPARE MODEL	BROCK, S. E., NICKERSON, A. B., REEVES, M. A., CONNOLLY, C., JIMERSON, PESCE, R.	LATEST	BETHESDA, MD: NATIONAL ASSOCIATION OF SCHOOL PSYCHOLOGISTS	9780932955197
AP 6072	CHILD AND 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	9780471770916
AP 6075	LEARNING DISABILITIES ASSESSMENT AND REMEDIATION	LEARNING DISABILITIES: FROM IDENTIFICATION TO INTERVENTION	FLETCHER, M. J., LYON, G. R., FUCHS, L. S. & BARNES, M. A.	LATEST	GUILFORD PRESS	9781462536375
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 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 6001	PUBLIC RELATIONS STRATEGY	STRATEGIC PLANNING FOR PUBLIC RELATIONS	RONALD D. SMITH	LATEST	ROUTLEDGE	9781138282063
CN 6004	COMMUNICATION FOR THE TOURISM INDUSTRY	MARKETING COMMUNICATIONS IN TOURISM AND HOSPITALITY	SCOTT MCCABE	LATEST	ROUTLEDGE	9780750682770

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CN 6007	STRATEGIC CORPORATE COMMUNICATION	CORPORATE COMMUNICATION: THEORY AND PRACTICE	CORNELISSEN JOEP	LATEST	SAGE PUBLICATIONS	9781473953703
CN 6011	CRISIS COMMUNICATION MANAGEMENT	ONGOING CRISIS COMMUNICATION: PLANNING, MANAGING AND RESPONDING,	W. TIMOTHY COOMBS	LATEST	SAGE	9781412983105
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 CN	QUANTITATIVE RESEARCH IN COMMUNICATION	ALLEN, M., TITSWORTH, S. & HUNT, S.K.,	LATEST	SAGE PUBLICATIONS, INC	9781412956963
CN 6042	WEB DESIGN AND DEVELOPMENT	DON'T MAKE ME THINK, REVISITED: A COMMON SENSE APPROACH TO WEB	KRUG, S.	LATEST	NEW RIDERS PUBLISHING	9780321965516
		INFORMATION ARCHITECTURE: BLUEPRINTS FOR THE WEB	WODKE, C. & GOVELLA, A.	LATEST	NEW RIDERS PUBLISHING	9780321600806
CN 6043	BRAND COMMUNICATION	STRATEGIC BRAND MANAGEMENT: GLOBAL EDITION	KELLER KEVIN	LATEST	PEARSON	9780273779414
CN 6046	UX-USER EXPERIENCE AND RESPONSIVE DESIGN	THE UX BOOK: PROCESS AND GUIDELINES FOR ENSURING A QUALITY USER EXPERIENCE	HARTSON, R. & PYLA, P.	LATEST	WALTHAM, MA: MORGAN KAUFMANN	9780123852410
CN 6075	RESEARCH METHODS IN ADVERTISING	ADVERTISING AND PUBLIC RELATIONS RESEARCH	JUGENHEIMER, D.W., KELLEY, L.D., HUDSON, J., & BRADLEY, S.D.	LATEST	ROUTLEDGE	9780765636065
CN 6178	MEDIA PLANNING	THE MEDIA HANDBOOK: A COMPLETE GUIDE TO ADVERTISING MEDIA SELECTION, PLANNING, RESEARCH, AND BUYING	KATZ, H.	LATEST	ROUTLEDGE	9781138352636
CN 6249	CAPSTONE PROJECT IN DIGITAL COMMUNICATION AND SOCIAL MEDIA - THE START UP CHALLENGE	DRIVING DIGITAL STRATEGY: A GUIDE TO REIMAGING YOUR BUSINESS	GUPTA , S.	LATEST	HARVARD BUSINESS REVIEW	9781633692688
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 5001	PROGRAMMING FUNDAMENTALS	PYTHON FOR INFORMATICS: EXPLORING INFORMATION	SEVERANCE C.	LATEST	CREATESPACE INDEPENDENT PUBLISHING PLATFORM	9781492339243
ITC 5004	APPLIED MATHEMATICS	ELEMENTARY LINEAR ALGEBRA	H. ANTON	LATEST	WILEY	9781118677452
		CALCULUS FOR BUSINESS, ECONOMICS AND THE SOCIAL AND LIFE SCIENCES	L. HOFFMANN, G. BRADLEY, D. SOBECKI AND M. PRICE	LATEST	MC GRAW HILL	9780071317849

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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	<i>VARIOUS JOURNAL ARTICLES AND BOOK CHAPTERS (AND OTHER RESOURCES) MADE AVAILABLE THROUGH THE LIBRARY, ACG DATABASES AND BLACKBOARD LEARN</i>				

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 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 PROJECT IN TESOL	<i>VARIOUS JOURNAL ARTICLES AND BOOK CHAPTERS (AND OTHER RESOURCES) MADE AVAILABLE THROUGH THE LIBRARY, ACG DATABASES AND BLACKBOARD LEARN</i>				

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

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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					
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.	LATEST	BASINGSTOKE: PALGRAVE MACMILLAN	9780230224544