

SCHOOL OF GRADUATE AND PROFESSIONAL EDUCATION - WINTER 2022 TEXTBOOKS

PSYCHOLOGY						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
AP 5001	FUNDAMENTALS OF PSYCHOLOGY SCIENCE	PSYCHOLOGY: THE SCIENCE OF MIND AND BEHAVIOUR	HOLT, BREMNER, SUTHERLAND, VLIK, PASSER, & SMITH	4	MCGRAW-HILL	A learning resources fee will be applied upon registration / access through Deree Blackboard
AP 5003	PSYCHOPATHOLOGY	ABNORMAL PSYCHOLOGY	NOLEN-HOEKSEMA, S.	LATEST	MC GRAW HILL	A learning resources fee will be applied upon registration / access through Deree Blackboard
AP 5004	HUMAN DEVELOPMENT AND PERSONALITY THEORIES	THE DEVELOPMENT OF CHILDREN	LIGHTFOOT, C., COLE, M., & COLE, S	LATEST	N.Y.: WORTH PUBLISHERS	A learning resources fee will be applied upon registration / access through Deree Blackboard
		THEORIES OF PERSONALITY	RYCKMAN, R.M.	LATEST	BELMOND, CA: CENGAGE	A learning resources fee will be applied upon registration / access through Deree Blackboard
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 6020	BIOLOGICAL BASIS OF BEHAVIOR	INTRODUCTION TO BIOPSYCHOLOGY	PINEL JOHN P.J.	9th	PEARSON	9781292058917
		THE STUDENT'S GUIDE TO COGNITIVE NEUROSCIENCE	WARD J.	3rd	PSYCHOLOGY PRESS	9781848722729
AP 6022	DIVERSITY WORKSHOP	NOTES WILL BE PROVIDED BY THE INSTRUCTOR				
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

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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 6478	FIELDWORK	A PRACTICAL GUIDE TO BUILDING PROFESSIONAL COMPETENCIES IN SCHOOL PSYCHOLOGY	LIONETTI, T.M., SNYDER, E.P, & RAY W. C.	LATEST	USA: SPRINGER	9781441962553
AP 6556	FAMILY AND SYSTEMS APPROACHES TO COUNSELING & 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 6560	HUMANISTIC & EXISTENTIAL APPROACHES TO COUNSELING & 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
OP 6010	ANALYSIS OF BEHAVIORAL DATA	DISCOVERING STATISTICS USING IBM SPSS STATISTICS	FIELD, A.	5th	SAGE	9781526419521
		RESEARCH METHODS FOR BUSINESS AND SOCIAL SCIENCE STUDENTS	ADAMS, J.	2nd	SAGE	9788132113669
OP 6035	HEALTH AND WELLBEING AT WORK	WORK STRESS AND COPING: FORCES OF CHANGE AND CHALLENGES	DEWE, P., & COOPER, C.L.	LATEST	SAGE	9781473915701
		THE OXFORD HANDBOOK OF STRESS, HEALTH AND COPING	FOLKMAN, S.	LATEST	OXFORD UNIVERSITY PRESS	9780195375343
OP 6040	LEARNING TRAINING AND DEVELOPMENT	GROUP DYNAMICS FOR TEAMS	LEVI, D.	5th	SAGE	9781483378343
OP 6045	DIVERSITY AND INCLUSION IN ORGANIZATIONS	DIVERSITY AT WORK: THE PRACTICE OF INCLUSION	FERDMAN, B. & DEANE, B.(EDS)	LATEST	JOSSEY-BASS	9780470401330

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COMMUNICATION						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	ISBN
CN 6002	ADVANCED MEDIA WRITING & TECHNIQUES	PUBLIC RELATIONS WRITING AND MEDIA TECHNIQUES	DENNIS L. WILCOX	LATEST	PEARSON	9781292040738
CN 6006	APPLD CMMNCTN 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 6007	STRATEGIC CORPORATE COMMUNICATION	CORPORATE COMMUNICATION: THEORY AND PRACTICE	CORNELISSEN JOEP	LATEST	SAGE PUBLICATIONS	9781473953703
CN 6010	MEDIA AND COMMUNICATION THEORY	FUNDAMENTALS OF MEDIA EFFECTS	BRYANT, J., THOMPSON, S. AND FINKLEA, B. B.	LATEST	WAVELAND PRESS	ASIN: B00GUOBQUI
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 6022	EVENT PLANING AND MANAGEMENT	Events Management: Principles and Practice	RAJ, R,, WALTERS, P. & RASHID, T.	3RD	SAGE	A learning resources fee will be applied upon registration / access through Deree Blackboard
CN 6040	NEW MEDIA THEORY AND RESEARCH	INTRODUCTION TO DIGITAL MEDIA	DELFANTI, A., & ARVIDSSON, A.	LATEST	WILEY	9781119276210
CN 6047	CONTENT STRATEGY	THE DEFINITIVE GUIDE TO STRATEGIC CONTENT MARKETING: PERSPECTIVES, ISSUES, CHALLENGES AND SOLUTIONS	DZAMIC, L. & KIRBY, J.	LATEST	KOGAN PAGE	9780749482220
CN 6074	CREATIVITY AND IDEATION	CREATIVE STRATEGY IN ADVERTISING	DREWNIAANY, B.L. AND JEWLER, J.A.	11	WADSWORTH/CENGAGE LEARNING	A learning resources fee will be applied upon registration / access through Deree Blackboard
CN 6079	DIGITAL ADVERTISING	ARTICLES PACK WILL BE PROVIDED BY INSTRUCTOR AT THE START OF COURSES				
CN 6082	ART DIRECTION	THE FUNDAMENTALS OF GRAPHIC DESIGN	AMBROSE, G. , HARRIS, P.	LATEST	AVA PUBLISHING	9782940373826
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

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CN 6148	DIGITAL AND SOCIAL ANALYTICS	DIGITAL MARKETING ANALYTICS	NATHAN, D.	LATEST	STUKENT	A learning resources fee will be applied upon registration / access through Deree Blackboard
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
CN 6285	BRAND IDENTITY DESIGN	DESIGNING BRAND IDENTITY	WHEELER, A.	LATEST	WILEY	9781118980828
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
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

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ITC 6420	SAS PLATFORM FOR BUSINESS ANALYTICS	SAS ENTERPRISE GUIDE 1: QUERYING AND REPORTING COURSE NOTES	<i>RESOURCES WILL BE PROVIDED BY THE INSTRUCTOR</i>
		APPLIED ANALYTICS USING SAS ENTERPRISE MINER COURSE NOTES	<i>RESOURCES WILL BE PROVIDED BY THE INSTRUCTOR</i>
		SAS VISUAL ANALYTICS: GETTING STARTED COURSE NOTES	<i>RESOURCES WILL BE PROVIDED BY THE INSTRUCTOR</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 6003	SECOND LANGUAGE LEARNING AND ACQUISITION	UNDERSTANDING SECOND LANGUAGE ACQUISITION	ELLIS, R.	2nd	OXFORD UNIVERSITY PRESS	9780194422048
		UNDERSTANDING SECOND LANGUAGE ACQUISITION	ORTEGA, L.	LATEST	ROUTLEDGE	9780340905593
TL 6006	CURRICULUM AND SYLLABUS DESIGN	CURRICULUM DEVELOPMENT IN LANGUAGE TEACHING	RICHARDS, J. C.	LATEST	CAMBRIDGE UNIVERSITY PRESS.	9781316625545
TL 6009	MANAGEMENT IN ELT	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 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

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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: B01JXRI8R2
CN 6460	THESIS IN STRATEGIC COMMUNICATION					