

**SCHOOL OF GRADUATE AND PROFESSIONAL EDUCATION - WINTER TERM 2023 TEXTBOOKS**

PSYCHOLOGY								
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	NOTES		
AP	5001	FUNDAMENTALS OF PSYCHOLOGY SCIENCE	PSYCHOLOGY: THE SCIENCE OF MIND AND BEHAVIOUR	HOLT, BREMNER, SUTHERLAND, VLIK, PASSER, & SMITH	4th	MCGRAW-HILL	E-book (access through Deree Blackboard)	
AP	5003	PSYCHOPATHOLOGY	ABNORMAL PSYCHOLOGY	NOLEN-HOEKSEMA, S.	LATEST	MC GRAW HILL	E-book (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	E-book (access through Deree Blackboard)	
			THEORIES OF PERSONALITY	RYCKMAN, R.M.	LATEST	BELMOND, CA: CENGAGE	E-book (access through Deree Blackboard)	
AP	6010	PROGRAM DESIGN & EVALUATION	HANDBOOK OF PRACTICAL PROGRAM EVALUATION (ESSENTIAL TEXTS FOR NONPROFIT AND PUBLIC LEADERSHIP AND MANAGEMENT)	NEWCOMER KATHRYN E., HATRY HARRY P. & WHOLEY JOSEPH S.	LATEST	WILEY	E-book (access through Deree Blackboard - PERLEGO)	
AP	6022	DIVERSITY WORKSHOP	RESOURCES WILL BE RPROVIDED BY THE INSTRUCTOR					
AP	6045	ADVANCED PSYCHOPATHOLOGY	DIAGNOSTIC AND STATISTICAL MANUAL OF MENTAL DISORDERS	AMERICAN PSYCHIATRIC ASSOCIATION	LATEST	AMERICAN PSYCHIATRIC ASSOCIATION	E-book (access through Deree Blackboard - PERLEGO)	
			PSYCHOPATHOLOGY: HISTORY, DIAGNOSIS, AND EMPIRICAL FOUNDATIONS	CRAIGHEAD, MIKLOWITZ, AND CRAIGHEAD	LATEST	WILEY	E-book (access through Deree Blackboard - PERLEGO)	
AP	6071	CHILD&ADOLESCENT PSYCHOLOGICAL	PSYCHOLOGICAL METHODS OF CHILD ASSESSMENT	GOLDMAN, J., L'ENGLE STEIN, C.	1st	ROUTLEDGE	E-book (access through Deree Blackboard - PERLEGO)	
AP	6075	LEARNING DISABILITIES ASSESSMENT &	LEARNING DISABILITIES	BAKKEN, J.P., OBIAKOR, F.E., TATTORI, A.F.	LATEST	EMERALD GROUP PUBLISHING LIMITED	E-book (access through Deree Blackboard - PERLEGO)	
AP	6174	PRINCIPLES OF BEHAVIOR CHANGE	APPLIED BEHAVIOR ANALYSIS FOR TEACHERS	ALBERTO, A.P. & TROUTMAN, A.C.	LATEST	PEARSON	E-book (access through Deree Blackboard - PERLEGO)	
AP	6224	INTERVIEWING TECHNIQUES	CLINICAL INTERVIEWING	SOMMERS-FLANAGAN, J, & SOMMERS-FLANAGAN, R.	LATEST	WILEY	9780471415473	
AP	6383	PRACTICUM I	A PRACTICAL GUIDE TO BUILDING PROFESSIONAL COMPETENCIES IN SCHOOL PSYCHOLOGY	LIONETTI, T.M., SNYDER, E.P, & RAY W. C.	LATEST	SPRINGER	9781441962553	

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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&SYSTEMS APPROACHES TO CNSLNG	FAMILY THERAPY: AN OVERVIEW	STANTON M., GOLDENBERG H., GOLDENBERG I.	LATEST	CENGAGE	E-book (access through Deree Blackboard - PERLEGO)
			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	E-book (access through Deree Blackboard - PERLEGO)
AP	6560	HMNSTC & EXSTNTL APPRCHS TO CNSLNG	EXISTENTIAL-HUMANISTIC THERAPY (THEORIES OF PSYCHOTHERAPY SERIES).	SCHNEIDER, K. J. & KRUG, O. T.	LATEST	AMERICAN PSYCHOLOGICAL ASSOCIATION	E-book (access through Deree Blackboard - PERLEGO)
AP	6590	CAREER COUNSELING	CAREER COUNSELING; A HOLISTIC APPROACH	SZUNKER V. G	LATEST	CENGAGE	E-book (access through Deree Blackboard - PERLEGO)
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.	E-book (access through Deree Blackboard - PERLEGO)
OP	6010	ANALYSIS OF BEHAVIORAL DATA	DISCOVERING STATISTICS USING IBM SPSS STATISTICS	FIELD, A.	5th	SAGE	E-book (access through Deree Blackboard - PERLEGO)
			RESEARCH METHODS FOR BUSINESS AND SOCIAL SCIENCE STUDENTS	ADAMS, J.	2nd	SAGE	E-book (access through Deree Blackboard - PERLEGO)
OP	6025	HUMAN BEHAVIOR IN ORGANIZATIONS	ORGANIZATIONAL BEHAVIOUR	BUCHANAN, D. AND HUCZYNSKI, A.	10th	PEARSON	E-book (access through Deree Blackboard - PERLEGO)
OP	6035	HEALTH & WELLBEING AT WORK	WORK STRESS AND COPING: FORCES OF CHANGE AND CHALLENGES	DEWE, P., & COOPER, C.L.	LATEST	SAGE	E-book (access through Deree Blackboard - PERLEGO)
			THE OXFORD HANDBOOK OF STRESS, HEALTH AND COPING	FOLKMAN, S.	LATEST	OXFORD UNIVERSITY PRESS	9780195375343
OP	6045	DIVERSITY & INCLUSION IN ORGANIZATIONS	DIVERSITY AT WORK: THE PRACTICE OF INCLUSION	FERDMAN, B. & DEANE, B.(EDS)	LATEST	JOSSEY-BASS	E-book (access through Deree Blackboard - PERLEGO)

**COMMUNICATION**

RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	NOTES	
CN	6002	ADVANCED MEDIA WRITING & TECHNIQUES	PUBLIC RELATIONS WRITING AND MEDIA TECHNIQUES	DENNIS L. WILCOX	LATEST	PEARSON	E-book (access through Deree Blackboard - PERLEGO)

**SCHOOL OF GRADUATE AND PROFESSIONAL EDUCATION - WINTER TERM 2023 TEXTBOOKS**

CN	6011	<b>CRISIS COMMUNICATION MANAGEMENT</b>	ONGOING CRISIS COMMUNICATION: PLANNING, MANAGING AND RESPONDING,	W. TIMOTHY COOMBS	6TH	SAGE	E-book (access through Deree Blackboard - PERLEGO)
CN	6017	<b>PUBLIC RELATIONS AND THE NEW MEDIA</b>	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	E-book (access through Deree Blackboard - PERLEGO)
CN	6020	<b>EFFECTIVE COMMUNICATION SKILLS</b>	COMMUNICATION: PRINCIPLES FOR A LIFETIME	BEEBE STEVEN	LATEST	PEARSON	E-book (access through Deree Blackboard - PERLEGO)
CN	6040	<b>NEW MEDIA THEORY AND RESEARCH</b>	INTRODUCTION TO DIGITAL MEDIA	DELFANTI, A., & ARVIDSSON, A.	LATEST	WILEY	E-book (access through Deree Blackboard - PERLEGO)
CN	6042	<b>WEB DESIGN &amp; DEVELOPMENT</b>	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.			NEW RIDERS PUBLISHING
CN	6065	<b>SOCIAL MEDIA MANAGEMENT</b>	SOCIAL MEDIA CAMPAIGNS: STRATEGIES FOR PUBLIC RELATIONS AND MARKETING	KIM, C. M.	LATEST	ROUTLEDGE	E-book (access through Deree Blackboard - PERLEGO)
CN	6074	<b>CREATIVITY &amp; IDEATION</b>	CREATIVE STRATEGY IN ADVERTISING	DREWNIANY, B.L. AND JEWLER, J.A.	11	WADSWORTH/CENGAGE LEARNING	E-book (access through Deree Blackboard)
CN	6082	<b>ART DIRECTION</b>	THE FUNDAMENTALS OF GRAPHIC DESIGN	AMBROSE, G. , HARRIS, P.	LATEST	AVA PUBLISHING	E-book (access through Deree Blackboard - PERLEGO)
CN	6085	<b>BRAND IDENTITY DESIGN</b>	DESIGNING BRAND IDENTITY	WHEELER, A.	LATEST	WILEY	E-book (access through Deree Blackboard - PERLEGO)
CN	6141	<b>DIGITAL &amp; SOCIAL MEDIA STRATEGY</b>	DIGITAL MARKETING INSTITUTE (DMI)	INSTRUCTIONS WILL BE PROVIDED BY THE INSTRUCTOR			A LAB FEE WILL BE APPLIED
CN	6148	<b>DIGITAL &amp; SOCIAL ANALYTICS</b>	MARKETING METRICS	INGE, C.	LATEST	KOGAN PAGE	E-book (access through Deree Blackboard - PERLEGO)
			DIGITAL ANALYTICS FOR MARKETING	SPONDER, M., KHAN, G.	LATEST	ROUTLEDGE	E-book (access through Deree Blackboard - PERLEGO)
			MARKETING ANALYTICS	GRISBY, M.	LATEST	KOGAN PAGE	E-book (access through Deree Blackboard - PERLEGO)
CN	6172	<b>CAMPAIGN STRATEGY &amp; PLANNING</b>	ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS.	PARENTE, D., & STRAUSBAUGH-HUTCHINSON, K.	LATEST	CENGAGE	E-book (access through Deree Blackboard - PERLEGO)
CN	6178	<b>MEDIA PLANNING</b>	THE MEDIA HANDBOOK: A COMPLETE GUIDE TO ADVERTISING MEDIA SELECTION, PLANNING, RESEARCH, AND BUYING	KATZ, H.	LATEST	ROUTLEDGE	E-book (access through Deree Blackboard - PERLEGO)
CN	6512	<b>CAPSTONE PROJECT IN COMMUNICATION</b>	THE PUBLIC RELATIONS STRATEGIC TOOLKIT: AN ESSENTIAL GUIDE TO SUCCESSFUL PUBLIC RELATIONS PRACTICE	ALISON THEAKER, HEATHER YAXLEY	LATEST	ROUTLEDGE	E-book (access through Deree Blackboard - PERLEGO)

**SCHOOL OF GRADUATE AND PROFESSIONAL EDUCATION - WINTER TERM 2023 TEXTBOOKS**

DATA SCIENCE							
RUBRIC		COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	NOTES
ITC	6003	APPLIED MACHINE LEARNING	INTRODUCTION TO DATA MINING	TAN P.N., STEINBACH M., AND KUMAR V.	LATEST	PEARSON	E-book (access through Deree Blackboard - PERLEGO)
ITC	6004	DATA VISUALIZATION	INTERACTIVE DATA VISUALISATION: FOUNDATIONS, TECHNIQUES, AND APPLICATIONS	M. O. WARD, G. GRINSTEIN, D. KEIM	1ST	CRC Prss	9781568814735
ITC	6107	BIG DATA ARCHITECTURES	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	E-book (access through Deree Blackboard - PERLEGO)
ITC	6230	DEEP LEARNING	DEEP LEARNING	GOODFELLOW I., BENGIO Y., COURVILLE A.	LATEST	MIT PRESS	9780262035613
ITC	6420	SAS PLATFORM FOR BUSINESS ANALYTICS	SAS ENTERPRISE GUIDE 1: QUERYING AND REPORTING COURSE NOTES	<i>RESOURCES WILL BE RPROVIDED BY THE INSTRUCTOR</i>			
			APPLIED ANALYTICS USING SAS ENTERPRISE MINER COURSE NOTES	<i>RESOURCES WILL BE RPROVIDED BY THE INSTRUCTOR</i>			
			SAS VISUAL ANALYTICS: GETTING STARTED COURSE NOTES	<i>RESOURCES WILL BE RPROVIDED BY THE INSTRUCTOR</i>			

TESOL							
RUBRIC		COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	NOTES
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	2ND LANGUAGE LEARNING & ACQUISITION	UNDERSTANDING SECOND LANGUAGE ACQUISITION	ORTEGA, L.	LATEST	NEW YORK: ROUTLEDGE	E-book (access through Deree Blackboard - PERLEGO)
			INTRODUCING SECOND LANGUAGE ACQUISITION	HUMMEL, K.	LATEST	WILEY	E-book (access through Deree Blackboard - PERLEGO)
TL	6006	CURRICULUM & SYLLABUS DESIGN	CURRICULUM DEVELOPMENT IN LANGUAGE TEACHING	RICHARDS, J. C.	LATEST	CAMBRIDGE UNIVERSITY PRESS.	9781316625545
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

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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.	E-book (access through Deree Blackboard - PERLEGO)

**LEARNING DESIGN AND TECHNOLOGY**

RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	NOTES	
LDT	6020	LEARNING DESIGN AND DEVELOPMENT	MERGING THE INSTRUCTIONAL DESIGN PROCESS WITH LEARNER-CENTERED THEORY (1ST ED.)	REIGELUTH, C. & AN, Y.	1ST EDITION, 2020	TAYLOR AND FRANCIS	E-book (access through Deree Blackboard - PERLEGO)
			RAPID INSTRUCTIONAL DESIGN	PISKURICH, G	3RD EDITION, 2015	WILEY	E-book (access through Deree Blackboard - PERLEGO)

**THESIS**

RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	NOTES	
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 APPLIED CHILD AND ADOLESCENT 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	6389	THESIS					
CN	6350	THESIS IN DIGITAL COMMUNICATION					
CN	6460	THESIS IN STRATEGIC COMMUNICATION	YOUR RESEARCH PROJECT: A STEP-BY-STEP GUIDE FOR THE FIRST-TIME RESEARCHER	WALLIMANN, N.	LATEST	SAGE	E-book (access through Deree Blackboard - PERLEGO)
ITC	6440	THESIS IN DATA SCIENCE	VARIOUS JOURNAL ARTICLES AND BOOK CHAPTERS (AND OTHER RESOURCES) MADE AVAILABLE THROUGH THE LIBRARY, ACG DATABASES AND BLACKBOARD LEARN				
OP	6380	THESIS IN ORGANIZATIONAL 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
TL	6513	THESIS IN TESOL	WRITING AN APPLIED LINGUISTICS THESIS OR DISSERTATION: A GUIDE TO PRESENTING EMPIRICAL RESEARCH	BITCHENER, J.	LATEST	BASINGSTOKE: PALGRAVE MACMILLAN	E-book (access through Deree Blackboard - PERLEGO)