

**SCHOOL OF GRADUATE AND PROFESSIONAL EDUCATION - WINTER TERM 2024 TEXTBOOKS**

| 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, VLIEK, PASSER, & SMITH  | 4TH     | MCGRAW-HILL                      | Not Available on Perlego |  |
| AP     | 5003 | PSYCHOPATHOLOGY                             | ABNORMAL PSYCHOLOGY   | BUTCHER, J., HOOLEY, J., MINEKA, S., & NOCK, M.  | 17TH    | PEARSON                          | Not Available on Perlego |  |
|        |      |   | ABNORMAL PSYCHOLOGY: AN INTEGRATIVE APPROACH  | BARLOW, DAVID V., & HOFMANN, DURAND S  | 8TH     | CENGAGE LEARNING                 | Available on Perlego     |  |
| AP     | 5004 | HUMAN DEVELOPMENT AND PERSONALITY THEORIES  | THE DEVELOPMENT OF CHILDREN   | LIGHTFOOT, C., COLE, M., & COLE, S   | 7TH     | N.Y.: WORTH PUBLISHERS           | Not Available on Perlego |  |
|        |      |   | THEORIES OF PERSONALITY   | RYCKMAN, R.M.  | 10TH    | BELMOND, CA: CENGAGE             | Available on Perlego     |  |
| AP     | 6029 | MULTICULTURAL PERSPECTIVES                  | COUNSELING ACROSS CULTURES  | PAUL B. PEDERSEN, WALTER J. LONNER, JURIS G. DRAGUNS, JOSEPH E. TRIMBLE, AND MARIA R. SCHARRÓN-DEL RÍO | 7TH     | THOUSAND OAKS, CA                | Available on Perlego     |  |
| 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                            | Available on Perlego     |  |
| AP     | 6022 | DIVERSITY WORKSHOP                          | <i>RESOURCES WILL BE PROVIDED BY THE INSTRUCTOR</i>   |  |         |                                  |                          |  |
| AP     | 6045 | ADVANCED PSYCHOPATHOLOGY                    | DIAGNOSTIC AND STATISTICAL MANUAL OF MENTAL DISORDERS   | AMERICAN PSYCHIATRIC ASSOCIATION   | LATEST  | AMERICAN PSYCHIATRIC ASSOCIATION | Available on Perlego     |  |
|        |      |   | PSYCHOPATHOLOGY: HISTORY, DIAGNOSIS, AND EMPIRICAL FOUNDATIONS  | CRAIGHEAD, MIKLOWITZ, AND CRAIGHEAD  | LATEST  | WILEY                            | Available on Perlego     |  |
| AP     | 6071 | CHILD & ADOLESCENT PSYCHOLOGICAL ASSESSMENT | PSYCHOLOGICAL METHODS OF CHILD ASSESSMENT   | GOLDMAN, J., L'ENGLÉ STEIN, C.   | LATEST  | ROUTLEDGE                        | Available on Perlego     |  |
| AP     | 6075 | PSYCHOEDUCATIONAL ASSESSMENT                | LEARNING DISABILITIES   | BAKKEN, J.P., OBIAKOR, F.E., TATTORI, A.F.   | LATEST  | EMERALD GROUP PUBLISHING LIMITED | Available on Perlego     |  |
|        |      |   | ESSENTIALS OF KTEA-3 AND WIAT-III ASSESSMENT  | BREAUX, K., & LICHTENBERGER, E   | LATEST  | WILEY                            | Available on Perlego     |  |

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|    |      |                                     | ESSENTIALS OF ASSESSMENT REPORT WRITING   | SCHNEIDER, J., LICHTENBERGER, E., MATHER, N., & KAUFMAN, N. | LATEST | WILEY                               | <b>Available on Perlego</b>     |
| AP | 6174 | PRINCIPLES OF BEHAVIOR CHANGE       | UNDERSTANDING APPLIED BEHAVIOR ANALYSIS: AN INTRODUCTION TO ABA FOR PARENTS, TEACHERS, AND OTHER PROFESSIONALS. | ALBERT J. KEARNEY   | LATEST | JESSICA KINGSLEY PUBLISHERS         | <b>Available on Perlego</b>     |
|    |      |                                     | EFFETIVE PROGRAMS FOR TEACHING AUTISM SPECTRUM DISORDER APPLIED BEHAVIOR ANALYSIS MODELS.                       | BETTY FRY WILLIAMS, RANDY LEE WILLIAMS                      | LATEST | ROUTLEDGE                           | <b>Available on Perlego</b>     |
| AP | 6224 | INTERVIEWING TECHNIQUES             | CLINICAL INTERVIEWING   | SOMMERS-FLANAGAN, J, & SOMMERS-FLANAGAN, R.                 | LATEST | WILEY                               | <b>Not available on Perlego</b> |
| AP | 6556 | FAMILY&SYSTEMS APPROACHES TO CNSLNG | FAMILY THERAPY: AN OVERVIEW   | STANTON M., GOLDENBERG H., GOLDENBERG I.                    | LATEST | CENGAGE                             | <b>Available on Perlego</b>     |
|    |      |                                     | THE TACTICS OF CHANGE: DOING THERAPY BRIEFLY  | FISCH, R, WEAKLAND, J.H., AND SEGAL, L.                     | LATEST | JOSSEY BASS                         | <b>Not available on Perlego</b> |
|    |      |                                     | FAMILY THERAPY TECHNIQUES   | MINUCHIN, S. H. AND FISHMAN, C.                             | LATEST | HARVARD UNIVERSITY PRESS            | <b>Available on Perlego</b>     |
| AP | 6560 | HMNSTC & EXSTNTL APPRCHS TO CNSLNG  | EXISTENTIAL-HUMANISTIC THERAPY (THEORIES OF PSYCHOTHERAPY SERIES).  | SCHNEIDER, K. J. & KRUG, O. T.                              | LATEST | AMERICAN PSYCHOLOGICAL ASSOCIATION  | <b>Available on Perlego</b>     |
| AP | 6590 | CAREER COUNSELING                   | CAREER COUNSELING; A HOLISTIC APPROACH  | SZUNKER V. G  | LATEST | CENGAGE                             | <b>Available on Perlego</b>     |
| 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. | <b>Available on Perlego</b>     |
|    |      |                                     |   |   |        |                                     |                                 |
| OP | 6010 | ANALYSIS OF BEHAVIORAL DATA         | DISCOVERING STATISTICS USING IBM SPSS STATISTICS  | FIELD, A.   | 5th    | SAGE                                | <b>Available on Perlego</b>     |
|    |      |                                     | RESEARCH METHODS FOR BUSINESS AND SOCIAL SCIENCE STUDENTS   | ADAMS, J.   | 2nd    | SAGE                                | <b>Available on Perlego</b>     |
| OP | 6025 | HUMAN BEHAVIOR IN ORGANIZATIONS     | ORGANIZATIONAL BEHAVIOUR  | ARMSTRONG, M. & TAYLOR, S.                                  | LATEST | KOGAN PAGE                          | <b>Available on Perlego</b>     |
| OP | 6035 | HEALTH & WELLBEING AT WORK          | WORK STRESS AND COPING: FORCES OF CHANGE AND CHALLENGES   | DEWE, P., & COOPER, C.L.                                    | LATEST | SAGE                                | <b>Available on Perlego</b>     |
|    |      |                                     | THE OXFORD HANDBOOK OF STRESS, HEALTH AND COPING  | FOLKMAN, S.   | LATEST | OXFORD UNIVERSITY PRESS             | <b>Not Available on Perlego</b> |

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| <b>OP</b> | <b>6045</b> | <b>DIVERSITY &amp; INCLUSION IN ORGANIZATIONS</b> | DIVERSITY AT WORK: THE PRACTICE OF INCLUSION | FERDMAN, B. & DEANE, B.(EDS) | LATEST | JOSSEY-BASS | <b>Available on Perlego</b> |
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| <b>COMMUNICATION</b> |                           |  |   |   |                  |                            |                                  |  |
|----------------------|---------------------------|--|---|---|------------------|----------------------------|----------------------------------|--|
| <b>RUBRIC</b>        | <b>COURSE DESCRIPTION</b> | <b>REQUIRED TEXTBOOK/S</b>                     | <b>AUTHOR/S</b>   | <b>EDITION</b>                                  | <b>PUBLISHER</b> | <b>NOTES</b>               |                                  |  |
| <b>CN</b>            | <b>6002</b>               | <b>ADVANCED MEDIA WRITING &amp; TECHNIQUES</b> | PUBLIC RELATIONS WRITING AND MEDIA TECHNIQUES   | DENNIS L. WILCOX                                | LATEST           | PEARSON                    | <b>Not Available on Perlego</b>  |  |
| <b>CN</b>            | <b>6011</b>               | <b>CRISIS COMMUNICATION MANAGEMENT</b>         | ONGOING CRISIS COMMUNICATION: PLANNING, MANAGING AND RESPONDING,  | W. TIMOTHY COOMBS                               | 6TH              | SAGE                       | <b>Available on Perlego</b>      |  |
| <b>CN</b>            | <b>6017</b>               | <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                      | <b>Available on Perlego</b>      |  |
| <b>CN</b>            | <b>6020</b>               | <b>EFFECTIVE COMMUNICATION SKILLS</b>          | COMMUNICATION: PRINCIPLES FOR A LIFETIME  | BEEBE STEVEN                                    | LATEST           | PEARSON                    | <b>Not Available on Perlego</b>  |  |
| <b>CN</b>            | <b>6007</b>               | <b>STRATEGIC CORPORATE COMMUNICATION</b>       | CORPORATE COMMUNICATION: THEORY AND PRACTICE  | CORNELISSEN JOEP                                | 5TH              | SAGE                       | <b>Available on Perlego</b>      |  |
| <b>CN</b>            | <b>6010</b>               | <b>MEDIA AND COMMUNICATION THEORY</b>          | CLASS NOTES, A LIST OF JOURNAL ARTICLES AND ADDITIONAL MATERIAL THAT WILL BE PROVIDED BY THE INSTRUCTOR ON BLACKBOARD   |   |                  |                            |                                  |  |
| <b>CN</b>            | <b>6040</b>               | <b>NEW MEDIA THEORY AND RESEARCH</b>           | INTRODUCTION TO DIGITAL MEDIA   | DELFANTI, A., & ARVIDSSON, A.                   | LATEST           | WILEY                      | <b>Available on Perlego</b>      |  |
| <b>CN</b>            | <b>6042</b>               | <b>WEB DESIGN &amp; DEVELOPMENT</b>            | DON'T MAKE ME THINK, REVISITED: A COMMON SENSE APPROACH TO WEB  | KRUG, S.  | LATEST           | NEW RIDERS PUBLISHING      | <b>Not Available on Perlego</b>  |  |
|                      |                           |  | INFORMATION ARCHITECTURE: BLUEPRINTS FOR THE WEB  | WODKE, C. &GOVELLA, A.                          |                  | NEW RIDERS PUBLISHING      | <b>Not Available on Perlego</b>  |  |
| <b>CN</b>            | <b>6065</b>               | <b>SOCIAL MEDIA MANAGEMENT</b>                 | SOCIAL MEDIA CAMPAIGNS: STRATEGIES FOR PUBLIC RELATIONS AND MARKETING   | KIM, C. M.                                      | LATEST           | ROUTLEDGE                  | <b>Available on Perlego</b>      |  |
| <b>CN</b>            | <b>6074</b>               | <b>CREATIVITY &amp; IDEATION</b>               | CREATIVE STRATEGY IN ADVERTISING  | DREWNIANY, B.L. AND JEWLER, J.A.                | 11               | WADSWORTH/CENGAGE LEARNING | <b>Available on Perlego</b>      |  |
| <b>CN</b>            | <b>6082</b>               | <b>ART DIRECTION</b>                           | THE FUNDAMENTALS OF GRAPHIC DESIGN  | AMBROSE, G. , HARRIS, P.                        | LATEST           | AVA PUBLISHING             | <b>Available on Perlego</b>      |  |
| <b>CN</b>            | <b>6085</b>               | <b>BRAND IDENTITY DESIGN</b>                   | DESIGNING BRAND IDENTITY  | WHEELER, A.                                     | LATEST           | WILEY                      | <b>Available on Perlego</b>      |  |
| <b>CN</b>            | <b>6141</b>               | <b>DIGITAL &amp; SOCIAL MEDIA STRATEGY</b>     | DIGITAL MARKETING INSTITUTE (DMI)   | INSTRUCTIONS WILL BE PROVIDED BY THE INSTRUCTOR |                  |                            | <b>A LAB FEE WILL BE APPLIED</b> |  |
|                      |                           |  | MARKETING METRICS   | INGE, C.  | LATEST           | KOGAN PAGE                 | <b>Available on Perlego</b>      |  |

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| CN | 6148 | DIGITAL & SOCIAL ANALYTICS        | DIGITAL ANALYTICS FOR MARKETING   | SPONDER, M., KHAN, G.                     | LATEST | ROUTLEDGE  | Available on Perlego |
|    |      |                                   | MARKETING ANALYTICS   | GRISBY, M.                                | LATEST | KOGAN PAGE | Available on Perlego |
| CN | 6172 | CAMPAIGN STRATEGY & PLANNING      | ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS.  | PARENTE, D., & STRAUSBAUGH-HUTCHINSON, K. | LATEST | CENGAGE    | Available on Perlego |
| CN | 6178 | MEDIA PLANNING                    | THE MEDIA HANDBOOK: A COMPLETE GUIDE TO ADVERTISING MEDIA SELECTION, PLANNING, RESEARCH, AND BUYING                       | KATZ, H.                                  | LATEST | ROUTLEDGE  | Available on Perlego |
| CN | 6512 | CAPSTONE PROJECT IN COMMUNICATION | THE PUBLIC RELATIONS STRATEGIC TOOLKIT: AN ESSENTIAL GUIDE TO SUCCESSFUL PUBLIC RELATIONS PRACTICE                        | ALISON THEAKER, HEATHER YAXLEY            | LATEST | ROUTLEDGE  | Available on Perlego |
| CN | 6010 | MEDIA & COMMUNICATION THEORY      | ARTICLES PACK PROVIDED AT THE START OF COURSES  |   |        |            |                      |
| CN | 6047 | CONTENT DEVELOPMENT               | THE DEFINITIVE GUIDE TO STRATEGIC CONTENT MARKETING: PERSPECTIVES, ISSUES, CHALLENGES AND SOLUTIONS                       | DZAMIC, L. & KIRBY, J.                    | 2018   | KOGN PAGE  | Available on Perlego |
|    |      |                                   | LINKED IN LEARNING COURSES: UX FOUNDATIONS: CONTENT STRATEGY, BY MORTEN RAND-HENDRIKSEN & CEO FOUNDATIONS, BY DAVID BOOTH |   |        |            |                      |
| CN | 6079 | DIGITAL ADVERTISING               | ARTICLES PACK PROVIDED AT THE START OF COURSES  |   |        |            |                      |

**DATA SCIENCE**

| RUBRIC | COURSE DESCRIPTION | REQUIRED TEXTBOOK/S      | AUTHOR/S  | EDITION                                       | PUBLISHER | NOTES                |                          |
|--------|--------------------|--------------------------|---|---|-----------|----------------------|--------------------------|
| ITC    | 6103               | APPLIED MACHINE LEARNING | INTRODUCTION TO DATA MINING   | TAN P.N., STEINBACH M., AND KUMAR V.          | LATEST    | PEARSON              | Not Available on Perlego |
| ITC    | 6004               | DATA VISUALIZATION       | INTERACTIVE DATA VISUALISATION: FOUNDATIONS, TECHNIQUES, AND APPLICATIONS | M. O. WARD, G. GRINSTEIN, D. KEIM             | 1ST       | CRC Prss             | Available on Perlego     |
| ITC    | 6107               | BIG DATA ARCHITECTURES   | DATA ANALYTICS WITH HADOOP: AN INTRODUCTION FOR DATA SCIENTISTS           | BENGFORT, B., & KIM, J.                       | 1ST       | O'REILLY MEDIA, INC. | Available on Perlego     |
|        |                    |                          | BIG DATA: PRINCIPLES AND PARADIGMS  | R. BUYYA ET AL.                               | 2016      | MORGAN-KAUFMAN       | Available on Perlego     |
| ITC    | 6230               | DEEP LEARNING            | DEEP LEARNING   | GOODFELLOW I., BENGIO Y., COURVILLE A.        | LATEST    | MIT PRESS            | Not Available on Perlego |
| ITC    | 6120               | BUSINESS FORECASTING     | 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 |           |                      |                          |

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|  |  | SAS VISUAL ANALYTICS: GETTING STARTED COURSE NOTES | RESOURCES WILL BE PROVIDED BY THE INSTRUCTOR |
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| TESOL                           |                    |                                     |   |  |         |  |                          |
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| 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                        | Not Available on Perlego |
|                                 |                    |                                     | LEARNING TEACHING   | SCRIVENER, J   | LATEST  | OXFORD: MACMILLAN                      | Not Available on Perlego |
| TL                              | 6003               | 2ND LANGUAGE LEARNING & ACQUISITION | UNDERSTANDING SECOND LANGUAGE ACQUISITION                                     | ORTEGA, L.   | LATEST  | NEW YORK: ROUTLEDGE                    | Available on Perlego     |
|                                 |                    |                                     | INTRODUCING SECOND LANGUAGE ACQUISITION                                       | HUMMEL, K.   | LATEST  | WILEY                                  | Available on Perlego     |
| TL                              | 6006               | CURRICULUM & SYLLABUS DESIGN        | CURRICULUM DEVELOPMENT IN LANGUAGE TEACHING                                   | RICHARDS, J. C.  | LATEST  | CAMBRIDGE UNIVERSITY PRESS.            | Not Available on Perlego |
| 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. | Not Available on Perlego |
| TL                              | 6410               | TESOL PRACTICE                      | TRINITY CERTTESOL COMPANION: A GUIDE FOR ENGLISH LANGUAGE TEACHERS            | ANDERSON, J.   | 2017    | ERNST KLETT SPRACHEN GMBH              | Not Available on Perlego |
|                                 |                    |                                     | DOING ACTION RESEARCH IN ENGLISH LANGUAGE TEACHING: A GUIDE FOR PRACTITIONERS | BURNS, A.  | 2009    | NEW YORK: ROUTLEDGE.                   | Available on 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 | Available on Perlego |
|                                |                    |                                 | RAPID INSTRUCTIONAL DESIGN  | PISKURICH, G           | 3RD EDITION, 2015 | WILEY              | Available on Perlego |