

SCHOOL OF GRADUATE AND PROFESSIONAL EDUCATION - WINTER TERM 2024 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, 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'ENGLE STEIN, C.	LATEST	ROUTLEDGE	Available on Perlego
AP	6075	PSYCHOEDUCATIONAL ASSESSMENT	1. LEARNING DISABILITIES 2. ESSENTIALS OF KTEA-3 AND WIAT-III ASSESSMENT	1. BAKKEN, J.P., OBIAKOR, F.E., TATTORI, A.F. 2. BREALLY K. &	LATEST	1. EMERALD GROUP PUBLISHING LIMITED 2. WILEY	Available on Perlego
AP	6174	PRINCIPLES OF BEHAVIOR CHANGE	1. UNDERSTANDING APPLIED BEHAVIOR ANALYSIS: AN INTRODUCTION TO ABA FOR PARENTS, TEACHERS, AND OTHER PROFESSIONALS. 2. EFFETIVE PROGRAMS FOR TEACHING AUTISM SPECTRUM DISORDER APPLIED	1. ALBERT J. KEARNEY 2. BETTY FRY WILLIAMS, RANDY LEE WILLIAMS	LATEST	1. JESSICA KINGSLEY PUBLISHERS 2.ROUTLEDGE	Available on Perlego
AP	6224	INTERVIEWING TECHNIQUES	CLINICAL INTERVIEWING	SOMMERS-FLANAGAN, J, & SOMMERS-FLANAGAN, R.	LATEST	WILEY	Not available on Perlego

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AP	6556	FAMILY&SYSTEMS APPROACHES TO CNSLNG	FAMILY THERAPY: AN OVERVIEW	STANTON M., GOLDENBERG H., GOLDENBERG I.	LATEST	CENGAGE	Available on 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	Available on 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	Available on Perlego
AP	6590	CAREER COUNSELING	CAREER COUNSELING; A HOLISTIC APPROACH	SZUNKER V. G	LATEST	CENGAGE	Available on 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.	Available on Perlego
OP	6010	ANALYSIS OF BEHAVIORAL DATA	DISCOVERING STATISTICS USING IBM SPSS STATISTICS	FIELD, A.	5th	SAGE	Available on Perlego
			RESEARCH METHODS FOR BUSINESS AND SOCIAL SCIENCE STUDENTS	ADAMS, J.	2nd	SAGE	Available on Perlego
OP	6025	HUMAN BEHAVIOR IN ORGANIZATIONS	ORGANIZATIONAL BEHAVIOUR	ARMSTRONG, M. & TAYLOR,	LATEST	KOGAN PAGE	Available on Perlego
OP	6035	HEALTH & WELLBEING AT WORK	WORK STRESS AND COPING: FORCES OF CHANGE AND CHALLENGES	DEWE, P., & COOPER, C.L.	LATEST	SAGE	Available on Perlego
			THE OXFORD HANDBOOK OF STRESS, HEALTH AND COPING	FOLKMAN, S.	LATEST	OXFORD UNIVERSITY PRESS	Not Available on Perlego
OP	6045	DIVERSITY & INCLUSION IN ORGANIZATIONS	DIVERSITY AT WORK: THE PRACTICE OF INCLUSION	FERDMAN, B. & DEANE, B.(EDS)	LATEST	JOSSEY-BASS	Available on 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	Not Available on Perlego
CN	6011 CRISIS COMMUNICATION MANAGEMENT	ONGOING CRISIS COMMUNICATION: PLANNING, MANAGING AND RESPONDING,	W. TIMOTHY COOMBS	6TH	SAGE	Available on Perlego
CN	6017 PUBLIC RELATIONS 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	Available on Perlego
CN	6020 EFFECTIVE COMMUNICATION SKILLS	COMMUNICATION: PRINCIPLES FOR A LIFETIME	BEEBE STEVEN	LATEST	PEARSON	Not Available on Perlego

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CN	6007	STRATEGIC CORPORATE COMMUNICATION	CORPORATE COMMUNICATION: THEORY AND PRACTICE	CORNELISSEN JOEP	5TH	SAGE	Available on Perlego
CN	6010	MEDIA AND COMMUNICATION THEORY	CLASS NOTES, A LIST OF JOURNAL ARTICLES AND ADDITIONAL MATERIAL THAT WILL BE PROVIDED BY THE INSTRUCTOR ON BLACKBOARD				
CN	6040	NEW MEDIA THEORY AND RESEARCH	INTRODUCTION TO DIGITAL MEDIA	DELFANTI, A., & ARVIDSSON, A.	LATEST	WILEY	Available on Perlego
CN	6042	WEB DESIGN & DEVELOPMENT	DON'T MAKE ME THINK, REVISITED: A COMMON SENSE APPROACH TO WEB	KRUG, S.	LATEST	NEW RIDERS PUBLISHING	Not Available on Perlego
			INFORMATION ARCHITECTURE: BLUEPRINTS FOR THE WEB	WODKE, C. &GOVELLA, A.		NEW RIDERS PUBLISHING	Not Available on Perlego
CN	6065	SOCIAL MEDIA MANAGEMENT	SOCIAL MEDIA CAMPAIGNS: STRATEGIES FOR PUBLIC RELATIONS AND MARKETING	KIM, C. M.	LATEST	ROUTLEDGE	Available on Perlego
CN	6074	CREATIVITY & IDEATION	CREATIVE STRATEGY IN ADVERTISING	DREWNIAKY, B.L. AND JEWELER, J.A.	11	WADSWORTH/CENGAGE LEARNING	Available on Perlego
CN	6082	ART DIRECTION	THE FUNDAMENTALS OF GRAPHIC DESIGN	AMBROSE, G. , HARRIS, P.	LATEST	AVA PUBLISHING	Available on Perlego
CN	6085	BRAND IDENTITY DESIGN	DESIGNING BRAND IDENTITY	WHEELER, A.	LATEST	WILEY	Available on Perlego
CN	6141	DIGITAL & SOCIAL MEDIA STRATEGY	DIGITAL MARKETING INSTITUTE (DMI)	INSTRUCTIONS WILL BE PROVIDED BY THE INSTRUCTOR			A LAB FEE WILL BE APPLIED
CN	6148	DIGITAL & SOCIAL ANALYTICS	MARKETING METRICS	INGE, C.	LATEST	KOGAN PAGE	Available on Perlego
			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 AND 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				

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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	9780262035613
ITC	6120	BUSINESS FORECASTING	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	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

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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