

SPRING TERM 2025 TEXTBOOKS

PSYCHOLOGY						
GRADUATE CERTIFICATE IN PSYCHOLOGY						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	IN PERLEGO/NOTES
AP 5001	FUNDAMENTALS IN PSYCHOLOGY SCIENCE	PSYCHOLOGY: THE SCIENCE OF MIND AND BEHAVIOUR	HOLT, BREMNER, SUTHERLAND, VLIK, PASSER, & SMITH	4TH EDITION	MCGRAW-HILL	Not Available on Perlego - hard copy
		DISCOVERING STATISTICS WITH SPSS	FIELD A.	LATEST	SAGE	Available on Perlego
AP 5002	RESEARCH METHODS IN PSYCHOLOGY	THE PRACTICAL RESEARCHER: A STUDENT GUIDE TO CONDUCTING PSYCHOLOGICAL RESEARCH	DUNN D.S.	2 ND EDITION	WILEY	Available on Perlego
AP 5003	PYCHOPATHOLOGY	ABNORMAL PSYCHOLOGY: AN INTEGRATIVE APPROACH.	BARLOW, DAVID V., & HOFMANN, DURAND S.	8TH EDITION	CENGAGE LEARNING	Available on Perlego
COUNSELING PSYCHOLOGY & PSYCHOTHERAPY						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	IN PERLEGO/NOTES
AP 6043	ADVANCED ANALYSIS AND INTERPRETATION OF BEHAVIORAL DATA	DISCOVERING STATISTICS WITH SPSS	FIELD A.	LATEST	LONDON: SAGE PUBLICATIONS	Available on Perlego
AP 6034 A	GROUP COUNSELING & PSYCHOTHERAPY	THE THEORY AND PRACTICE OF GROUP PSYCHOTHERAPY	YALOM, D.I., LESZCZ, M.	LATEST	BASIC BOOKS	Available on Perlego
AP 6034 B						Available on Perlego
AP 6585	SHORT TERM APPROACHES TO COUNSELING & PSYCHOTHERAPY	NOTES WILL BE PROVIDED BY THE INSTRUCTOR				
AP 6217	SUBSTANCE USE THEORY AND INTERVENTIONS	ADDICTION COUNSELING: A PRACTICAL APPROACH	CAVAIOLA, A., GIORDANO, A.L., & GOLUBOVIC, N.	2021	SPRINGER PUBLISHING COMPANY	E-BOOK ACCESS THROUGH DERE E BLACKBOARD.
AP 6209	MENTAL HEALTH PRACTICE ACROSS HEALTH SETTINGS	CLINICAL COUNSELLING IN MEDICAL SETTINGS	DAVISON, S., RANCE, C. AND THOMAS, P.	2013		HTPS://WWW.PERLEGO.COM/BOOK/1562878/CLINICAL-COUNSELLING-IN-MEDICAL-SETTINGS-PDF
AP 6007	RESEARCH METHODS FOR MENTAL HEALTH PROFESSIONALS	UNDERSTANDING RESEARCH METHODS: AN OVERVIEW OF THE ESSENTIALS	NEWHART, M. & PATTEN, M. L	11TH EDITION	ROUTLEDGE	Available on Perlego
APPLIED CHILD & ADOLESCENT PSYCHOLOGY						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	IN PERLEGO/NOTES
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	LATEST	SAGE	Available on Perlego
AP 6057	FAMILY, SCHOOL AND COMMUNITY SYSTEMS	HOME, SCHOOL, AND COMMUNITY COLLABORATION: CULTURALLY RESPONSIVE FAMILY INVOLVEMENT		LATEST	THOUSAND OAKS, CA: SAGE PUBLICATIONS.	Available on Perlego
	INSTRUCTIONAL INTERVENTION AND CONSULTATION	BUILDING COMPETENCE IN SCHOOL CONSULTATION: A DEVELOPMENTAL APPROACH	NEWMAN, D. S., & ROSENFELD, S. A.	LATEST	ROUTLEDGE, TAYLOR & FRANCIS	Available on Perlego
		HANDBOOK OF EVIDENCE-BASED INTERVENTIONS FOR CHILDREN AND ADOLESCENTS	THEODORE, L. A. (ED.).	LATEST	SPRINGER PUBLISHING	Available on Perlego
AP 6478	FIELDWORK/ ONLINE/ AEP STUDENTS ONLY	CASE STUDIES IN SCHOOL PSYCHOLOGY, APPLYING STANDARDS FOR PROFESSIONAL PRACTICE	RAHILL, S., KAISER, L.	LATEST	ROUTLEDGE	Available on Perlego
AP 6384	PRACTICUM II / ONLINE	CASE STUDIES IN SCHOOL PSYCHOLOGY, APPLYING STANDARDS FOR PROFESSIONAL PRACTICE	RAHILL, S., KAISER, L.	LATEST	ROUTLEDGE	Available on Perlego

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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.	LATEST	NEW JERSEY: JOHN WILEY & SONS, INC	Available on Perlego
ORGANIZATIONAL PSYCHOLOGY						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	IN PERLEGO/NOTES
OP6015	PERSONALITY AT WORK	HANDBOOK OF PERSONALITY AT WORK	CHRISTIANSSES, N.D. & TETT, R.P.	1st	ROUTLEDGE	
OP 6040	LEARNING TRAINING AND DEVELOPMENT	WORKPLACE LEARNING: HOW TO BUILD A CULTURE OF CONTINUOUS EMPLOYEE DEVELOPMENT	PAINE, N.	LATEST	KOGAN PAGE	
OP6050	ETHICS IN ORGANIZATIONAL PSYCHOLOGY	ORGANIZATIONAL ETHICS; A PRACTICAL APPROACH	CRAIG E. JOHNSON	5TH	SAGE	
OP6055	NEGOTIATION AND CONFLICT RESOLUTION SKILLS WORKSHOP	NOTES WILL BE PROVIDED BY THE INSTRUCTOR				
OP 6380	THESIS IN ORGANIZATIONAL PSYCHOLOGY	WRITING DISSETATIONS AND THESES IN PSYCHOLOGY	HAYNES, S.N. AND HUNSLEY, J.D.	2nd	ROUTLEDGE	
OP6285	CAPSTONE IN ORGANIZATIONAL PSYCHOLOGY	NOTES WILL BE PROVIDED BY THE INSTRUCTOR				
COMMUNICATION						
ADVERTISING COMMUNICATIONS						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	IN PERLEGO/NOTES
CN 6276	PRACTITIONER'S KIT	BUSINESS COMMUNICATION AND CHARACTER	NEWMAN, A.	2022	CENGAGE LEARNING	Available on Perlego
		ADDITIONAL READINGS WILL BE GIVEN TO THE STUDENTS AHEAD OF THE WORKSHOP				
CN 6488	CAPSTONE PROJECT	ADVERTISING ,PROMOTION AND OTHER ASPECTS OF MARKETING COMMUNICATIONS	ANDREWS J.C. & SHIMP T.A	2018	CENGAGE	Available on Perlego
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	QUANTITATIVE RESEARCH METHODS IN COMMUNICATION: THE POWER OF NUMBERS FOR SOCIAL JUSTICE	ERICA SCHARRER, SRIVIDYA RAMASUBRAMANIAN	2021	ROUTLEDGE	Available on Perlego
CN 6079	DIGITAL ADVERTISING	ARTICLES PACK WILL BE PROVIDED BY INSTRUCTOR AT THE START OF COURSES				
CN 6377	INTERNSHIP IN ADVERTISING	THE SUCCESSFUL INTERNSHIP	SWEITZER, H.F. & KING, M.A.	LATEST	CENGAGE	Available on Perlego
CN 6172	CAMPAIGN STRATEGY AND PLANNING	ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS	PARENTE, D., & STRAUSBAUGH-HUTCHINSON, K.	2014	CENGAGE LEARNING.	Available on Perlego
CN 6081	COPYWRITING	ADVERTISING: CONCEPT AND COPY	FELTON, G.	2013	W. W. NORTON & COMPANY	Not Available on Perlego
CN 6590	PORTFOLIO IN ADVERTISING	ADVERTISING BY DESIGN: GENERATING AND DESIGNING CREATIVE IDEAS ACROSS MEDIA	LANDA, R.	LATEST		Available on Perlego
DIGITAL COMMUNICATIONS & SOCIAL MEDIA						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	IN PERLEGO/NOTES
CN 6249	CAPSTONE PROJECT	DRIVING DIGITAL STRATEGY: A GUIDE TO REIMAGINING YOUR BUSINESS	GUPTA, S.	2018	HARVARD BUSINESS REVIEW PRESS	Available on Perlego

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CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	QUANTITATIVE RESEARCH METHODS IN COMMUNICATION: THE POWER OF NUMBERS FOR SOCIAL JUSTICE	ERICA SCHARRER, SRIVIDYA RAMASUBRAMANIAN	2021	ROUTLEDGE	Available on Perlego
CN 6079	DIGITAL ADVERTISING	ABSOLUTE ESSENTIALS OF DIGITAL MARKETING	ALAN CHARLESWORTH	2020	ROUTLEDGE	Available on Perlego
		THE DEFINITIVE GUIDE TO STRATEGIC CONTENT MARKETING: PERSPECTIVES, ISSUES, CHALLENGES AND SOLUTIONS	DZAMIC, L. & KIRBY, J.	2018	KOGAN PAGE	Available on Perlego
CN 6047	CONTENT DEVELOPMENT	LINKED IN LEARNING COURSES: UX FOUNDATIONS: CONTENT STRATEGY, BY MORTEN RAND-HENDRIKSEN & CEO FOUNDATIONS, BY DAVID BOOTH				
CN 6043	BRAND COMMUNICATION	STRATEGIC BRAND MANAGEMENT	KELLER KEVIN	4TH EDITION	PEARSON	Available on Perlego

STRATEGIC COMMUNICATION & PUBLIC RELATIONS

RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	IN PERLEGO/NOTES
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	QUANTITATIVE RESEARCH METHODS IN COMMUNICATION: THE POWER OF NUMBERS FOR SOCIAL JUSTICE	ERICA SCHARRER, SRIVIDYA RAMASUBRAMANIAN	2021	ROUTLEDGE	Available on Perlego
CN 6011	CRISIS COMMUNICATION MANAGEMENT	ONGOING CRISIS COMMUNICATION: PLANNING, MANAGING AND RESPONDING,	W. TIMOTHY COOMBS	6TH EDITION	SAGE	Available on Perlego
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	DAVID MEERMAN SCOTT	LATEST	WILEY	Available on Perlego
CN6020	COMMUNICATION: PRINCIPLES FOR A LIFETIME	EFFECTIVE COMMUNICATION SKILLS	BEEBE STEVEN	LATEST	PEARSON	Not Available on Perlego
CN 6001	PUBLIC RELATIONS STRATEGY	STRATEGIC PLANNING FOR PUBLIC RELATIONS	RONALD D. SMITH	LATEST	ROUTLEDGE	Available on Perlego
		MARKETING COMMUNICATIONS IN TOURISM AND HOSPITALITY	SCOTT MCCABE	2008	ROUTLEDGE,	Available on Perlego
CN 6004	COMMUNICATION FOR THE TOURISM INDUSTRY	ARTICLES/READING LIST PROVIDED BY THE INSTRUCTOR				
CN 6008	COMMUNICATION FOR THE ENTERTAINMENT INDUSTRY	ENTERTAINMENT PUBLIC RELATIONS	CAROL AMES	2016	PETER LANG INC	Available on Perlego
CN 6009	PR IN PUBLIC AND NONPROFIT ORGANIZATIONS	STRATEGIC COMMUNICATIONS FOR NONPROFIT ORGANIZATION: SEVEN STEPS TO CREATING A SUCCESSFUL PLAN	PATTERSON, SALLY J., RADTKE, JANEL , M.	2009	JOHN WILEY AND SONS	Available on Perlego
CN 6512	CAPSTONE PROJECT IN COMMUNICATION	PRACTICE	ALISON THEAKER, HEATHER YAXLEY	LATEST	ROUTLEDGE	Available on Perlego

DATA SCIENCE

RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	IN PERLEGO/NOTES
ITC 6125	MACHINE LEARNING AND APPLICATIONS	MACHINE LEARNING: A PROBABILISTIC PERSPECTIVE	KEVIN P. MURPHY	2012	MIT PRESS	Not Available on Perlego
		PROJECT MANAGEMENT – A MANAGERIAL APPROACH	MEREDITH, MANTEL, SHAFER	2015	WILEY	Available on Perlego
ITC 6045	PROJECT MANAGEMENT IN DATA SCIENCE	DATA ANALYTICS FOR BUSINESS	IRA J. HAIMOWITZ	2022	TAYLOR & FRANCIS LTD	Available on Perlego
ITC 6110	NATURAL LANGUAGE PROCESSING	SPEECH AND LANGUAGE PROCESSING: PEARSON NEW INTERNATIONAL EDITION	D, JURAFSKY, J. MARTIN	2013	PEARSON	Available on Perlego
ITC 6005	KNOWLEDGE GRAPHS	ONTOLOGY ENGINEERING	Elisa Kendal, D. McGuinness	2019	Springer	Available on Perlego

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ITC 6421	CAPSTONE	VARIOUS JOURNAL ARTICLES AND BOOK CHAPTERS (AND OTHER RESOURCES) MADE AVAILABLE THROUGH THE LIBRARY, ACG DATABASES AND BLACKBOARD LEARN				
ODS 6001	PROGRAMMING FUNDAMENTALS	Intro to Python for Computer Science and Data Science: Learning to Program with AI, Big Data and The Cloud, Global Edition	Paul Deitel	LATEST	PEARSON	Available on Perlego
		NOTES WILL BE PROVIDED BY THE INSTRUCTOR				
ITC 6050	DATA ENGINEERING	MASSIVE DATASETS TO DESIGN DATA MODELS AND AUTOMATE	LUTZ, P.	2020	PACKT PUBLISHING	ISBN: 9781839212307
TESOL						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	IN PERLEGO/NOTES
TL 6004	EDUCATIONAL TECHNOOGY & TESOL	VARIOUS JOURNAL ARTICLES AND BOOK CHAPTERS (AND OTHER RESOURCES) MADE AVAILABLE THROUGH THE LIBRARY, ACG DATABASES AND BLACKBOARD LEARN				
		TEACHING FOREGIN LANGUAGE SKILLS	W. RIVERS	2ND EDITION	UNIVERSITY OF CHICAGO PRESS	Available on Perlego
		TEACHING ESL/EFL LISTENING & SPEAKING	J. NEWTON & K. BAILEY	2020	ROUTLEDGE	Available on Perlego
TL 6005	TEACHING LANGUAGE SKILLS	TEACHING ESL/EFL REDING & WRITING	KORMOS, J., & SMITH, A. M.	2020	ROUTLEDGE	Available on Perlego
TL 6015	LEARING DIFFICULTIES AND TESOL	TEACHING LANGUAGES TO STUDENTS WITH SPECIFIC LEARNING DIFFERENCES	KORMOS, J., & SMITH, A. M.	LATEST	MULTILINGUAL MATTERS	Available on Perlego
		TRINITY CERTTESOL COMPANION: A GUIDE FOR ENGLISH LANGUAGE TEACHERS	ANDERSON, J.	2017	DELTA PUBLISHING	Not Available on Perlego
TL 6512	CAPSTONE PROJECT in TESOL	DOING ACTION RESEARCH IN ENGLISH LANGUAGE TEACHING: A GUIDE FOR PRACTITIONERS	BURNS A	2009	ROUTLEDGE	Not Available on Perlego
LEARNING DESIGN AND TECHNOLOGY						
RUBRIC	COURSE DESCRIPTION	REQUIRED TEXTBOOK/S	AUTHOR/S	EDITION	PUBLISHER	IN PERLEGO/NOTES
		E-LEARNING AND THE SCIENCE OF INSTRUCTION: PROVEN GUIDELINES FOR CONSUMERS AND DESIGNERS OF MULTIMEDIA LEARNING	CLARK, R. C., & MAYER, R. E.	2016/4 TH ED.	JOHN WILEY & SONS	Available on Perlego
		TEACHING ONLINE: A PRACTICAL GUIDE.	KO, S., & ROSSEN, S.	2017/4 TH ED.	ROUTLEDGE	Available on Perlego
		HANDBOOK OF DISTANCE EDUCATION	MOORE, M. G., & DIEHL, W. C	2018/ 2 ND ED.	ROUTLEDGE	Available on Perlego
		ONLINE TEACHING AT ITS BEST: MERGING INSTRUCTIONAL DESIGN WITH TEACHING AND LEARNING RESEARCH	NILSON, L. B., & GOODSON, L. A.	2021/2 ND	JOHN WILEY & SON	Available on Perlego
		TEACHING AND LEARNING AT A DISTANCE: FOUNDATIONS OF DISTANCE EDUCATION	SIMONSON, M., ZVACEK, S. M., & SMALDINO, S	2015/6 TH ED.	INFORMATION AGE PUBLISHING	Available on Perlego
		EVALUATING ONLINE TEACHING: IMPLEMENTING BEST PRACTICES	TOBIN, T. J., MANDERNACH, B. J., & TAYLOR, A. H.	2015/1 ST ED.	JOHN WILEY & SONS	Available on Perlego
LDT 6035	ONLINE TEACHING AND LEARNING	THE ONLINE TEACHING SURVIVAL GUIDE: SIMPLE AND PRACTICAL PEDAGOGICAL TIPS	BOETTCHER, J. V., & CONRAD, R. M.	2021/3 RD ED.	JOHN WILEY & SONS	Available on Perlego
		DESIGN FOR LEARNING: PRINCIPLES, PROCESSES, AND PRAXIS	MCDONALD, J. K., & WEST, R. E.	2021	BYU INSTRUCTIONAL PSYCHOLOGY	Not Available on Perlego

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LDT 6010	FOUNDATIONS OF LEARNING DESIGN AND TECHNOLOGY	FOUNDATIONS OF LEARNING AND INSTRUCTIONAL DESIGN TECHNOLOGY.	WEST, R. E.	2018	ROUTLEDGE	Not Available on Perlego
		THE ESSENTIALS OF INSTRUCTIONAL DESIGN: CONNECTING FUNDAMENTAL PRINCIPLES WITH PROCESS AND PRACTICE	BROWN, A., & GREEN, T.	2024/ 5TH ED	ROUTLEDGE	Available on Perlego
		ISSUES IN TECHNOLOGY, LEARNING, AND INSTRUCTIONAL DESIGN	CARR-CHELLMAN, A., & ROWLAND, G. (EDS.)	2016	ROUTLEDGE	Available on Perlego
		THE ID CASEBOOK: CASE STUDIES IN INSTRUCTIONAL DESIGN	ERTMER, P. A., QUINN, J. A., & GLAZEWSKI, K. D. (EDS.).	2019/5TH ED	ROUTLEDGE	Available on Perlego
LDT 6150	LEARNING ANALYTICS	ONLINE LEARNING ANALYTICS	LIEBOWITZ, J.	2019	VITALSOURCE BOOKSHELF, TAYLOR &	Available on Perlego
LDT 6030	MULTIMEDIA ENVIRONMENTS	E-LEARNING AND THE SCIENCE OF INSTRUCTION: PROVEN GUIDELINES FOR CONSUMERS AND DESIGNERS OF MULTIMEDIA LEARNING.	CLARK, R. C., & MAYER, R. E.	2016	JOHN WILEY & SONS	Available on Perlego
		EFFICACY OF ASSISTIVE TECHNOLOGY INTERVENTIONS	EDYBURN, D.	2015	EMERALD GROUP PUBLISHING	Available on Perlego
LDT 6020	LEARNING DESIGN AND DEVELOPMENT	REAL WORLD INSTRUCTIONAL DESIGN	CENNAMO, K., & KALK, D.	(2019). (2ND ED.).	TAYLOR AND FRANCIS.	Available on Perlego
LDT 6040	DEVELOPING LEARNING EXPERIENCES WITH DESIGN THINKING	DESIGN THINKING FOR EVERY CLASSROOM	GOLDMAN, S. & ZIELEZINSKI, M. B.	2022	ROUTLEDGE.	Available on Perlego
		GAMIFICATION AND DESIGN THINKING IN HIGHER	BUENO MUÑOZ, C., HERNÁNDEZ NANCY, N., MURILLO ZAMORANO, L. R., &	2024	ROUTLEDGE	Available on Perlego
		EDUCATION: CASE STUDIES FOR INSTRUCTIONAL INNOVATION IN THE ECONOMICS CLASSROOM	LÓPEZ SÁNCHEZ, J. A.			
		THE DESIGN THINKING TOOLBOX: A GUIDE TO MASTERING THE MOST POPULAR AND VALUABLE INNOVATION METHODS.	LEWRICK, M., LINK, P., & LEIFER, L.	2020	JOHN WILEY & SONS, INC.	Available on Perlego