ALL BOOKLIST 2026

COURSE PREFIX	COURSE NUMBER	COURSE TITLE	BOOK TITLE	AUTHOR	PUBLISHER	TYPE	PLATFORM	ISBN
AP	5001	FUNDAMENTALS IN PSYCHOLOGY SCIENCE 4/E	PSYCHOLOGY: THE SCIENCE OF MIND AND BEHAVIOUR	HOLT, BREMNER, SUTHERLAND, VLIEK, PASSER, & SMITH	MCGRAW-HILL	PRINT BOOK	N/A	
AP	5002	RESEARCH METHODS IN PSYCHOLOGY	THE PRACTICAL RESEARCHER: A STUDENT GUIDE TO CONDUCTING PSYCHOLOGICAL RESEARCH	DANA S. DUNN	WILEY	E-BOOK	ACCESS VIA PERLEGO	9781118360040.00
AP	5002	RESEARCH METHODS IN PSYCHOLOGY	DISCOVERING STATISTICS WITH SPSS	FIELD A.	SAGE	E-BOOK	ACCESS VIA PERLEGO	9789351500827.00
AP	5003	PSYCHOPATHOLOGY	ABNORMAL PSYCHOLOGY: AN INTEGRATIVE APPROACH. 8/E	BARLOW, DAVID V., & HOFMANN, DURAND S.	CENGAGE	E-BOOK	ACCESS VIA PERLEGO	
AP	5004	HUMAN DEVELOPMENT AND PERSONALITY THEORIES	THE DEVELOPMENT OF CHILDREN 7/E	LIGHTFOOT, C., COLE, M., & COLE, S	WORTH PUBLISHERS	PRINT BOOK	N/A	
AP	5004	HUMAN DEVELOPMENT AND PERSONALITY THEORIES	THEORIES OF PERSONALITY 10/E	RYCKMAN, R.M.	CENGAGE	E-BOOK	ACCESS VIA PERLEGO	
AP	6007	RESEARCH METHODS FOR MENTAL HEALTH PROFESSIONALS	UNDERSTANDING RESEARCH METHODS: AN OVERVIEW OF THE ESSENTIALS	NEWHART, M. & PATTEN, M. L	ROUTLEDGE	E-BOOK	ACCESS VIA PERLEGO	
AP	6010	PROGRAM DESIGN AND EVALUATION	HANDBOOK OF PRACTICAL PROGRAM EVALUATION (ESSENTIAL TEXTS FOR NONPROFIT AND PUBLIC LEADERSHIP AND MANAGEMENT) 4/E	NEWCOMER KATHRYN E., HATRY HARRY P. & WHOLEY JOSEPH S.	WILEY	E-BOOK	ACCESS VIA PERLEGO	9781118893609.00
AP	6015	PERSONALITY AT WORK 1/E	HANDBOOK OF PERSONALITY AT WORK	CHRISTIANSES, N.D. & TETT, R.P.	SAGE	E-BOOK	ACCESS VIA PERLEGO	9781848729421.00
AP	6020	BIOLOGICAL BASIS OF BEHAVIOR	BIOLOGICAL PSYCHOLOGY	KALAT J.	CENGAGE	E-BOOK	ACCESS VIA PERLEGO	9781337670296.00
AP	6021	PROFESSIONAL AND ETHICAL ISSUES IN COUNSELING AND PSYCHOTHERAPY	ETHICS IN COUNSELING AND PSYCHOTHERAPY; STANDARDS, RESEARCH, AND EMERGING ISSUES LATEST/E	ELIZABETH REYNOLDS WELFEL	CENGAGE	E-BOOK	ACCESS VIA PERLEGO	9781305089723
AP	6021	PROFESSIONAL AND ETHICAL ISSUES IN COUNSELING AND PSYCHOTHERAPY	ACA ETHICAL STANDARDS CASEBOOK 7/E	HERLIHY, B. & COREY, G	WILEY	E-BOOK	ACCESS VIA PERLEGO	9781556203213.00
AP	6022	DIVERSITY WORKSHOP	***NO BOOK***					
AP	6023	QUALITATIVE RESEARCH	INTRODUCING QUALITATIVE RESEARCH IN PSYCHOLOGY LATEST/E	WILLIG, C.	OPEN UNIVERSITY PRESS	E-BOOK	ACCESS VIA PERLEGO	9780335244492.00
AP	6025	HUMAN BEHAVIOR IN ORGANIZATIONS LATEST	ORGANIZATIONAL BEHAVIOUR	ARMSTRONG, M. & TAYLOR, S.	KOGAN PAGE	E-BOOK	ACCESS VIA PERLEGO	
AP	6029	MULTICULTURAL PERSPECTIVES	COUNSELING ACROSS CULTURES LATEST/E	PAUL B. PEDERSEN, WALTER J. LONNER, JURIS G. DRAGUNS, JOSEPH E. TRIMBLE, AND MARIA R. SCHARRÓN-DEL RÍO	SAGE	E-BOOK	ACCESS VIA PERLEGO	9781483398921 9781452217529
AP	6030	SELECTING, DEVELOPING AND RETAINING TALENT LATEST/E	ARMSTRONG'S HANDBOOK OF HUMAN RESOURCE MANAGEMENT PRACTICE	ARMSTRONG, M., & TAYLOR, S.	KOGAN PAGE	PRINT BOOK	N/A	9781398606647.00
AP	6034	GROUP COUNSELING AND PSYCHOTHERAPY	THE THEORY AND PRACTICE OF GROUP PSYCHOTHERAPY	YALOM, D.I., LESZCZ, M.	BASIC BOOKS	E-BOOK	ACCESS VIA PERLEGO	9780465092840.00
AP	6035	HEALTH AND WELLBEING AT WORK	WORK STRESS AND COPING: FORCES OF CHANGE AND CHALLENGES LATEST/E	DEWE, P., & COOPER, C.L.	SAGE	E-BOOK	ACCESS VIA PERLEGO	9781526421661.00
AP	6035	HEALTH AND WELLBEING AT WORK	THE OXFORD HANDBOOK OF STRESS, HEALTH AND COPING LATEST/E	FOLKMAN, S.	OXFORD UNIVERSITY PRESS	E-BOOK	ACCESS VIA PERLEGO	9780195375343.00
AP	6039	PRINCIPLES OF COUNSELING AND PERSONAL	HELPING SKILLS: FACILITATING, EXPLORATION, INSIGHT AND ACTION 2/E	HILL, C.E	AMERICAN PSYCHOLOGICAL ASSOCIATION	E-BOOK	ACCESS VIA PERLEGO	9789351500827.00
AP	6040	LEARNING TRAINING AND DEVELOPMENT 2/E	WORKPLACE LEARNING, HOW TO BUILD A CULTURE OF CONTINUOUS EMPLOYEE DEVELOPMENT	PAINE, N.	KOGAN PAGE	E-BOOK	ACCESS VIA PERLEGO	9781398601512.00
AP	6043	ADVANCED ANALYSIS AND INTERPRETATION OF BEHAVIORAL DATA	DISCOVERING STATISTICS WITH SPSS	FIELD A.	SAGE	E-BOOK	ACCESS VIA PERLEGO	
AP	6045	ADVANCED PSYCHOPATHOLOGY	DIAGNOSTIC AND STATISTICAL MANUAL OF MENTAL DISORDERS LATEST/E	AMERICAN PSYCHIATRIC ASSOCIATION	AMERICAN PSYCHIATRIC ASSOCIATION	E-BOOK	ACCESS VIA PERLEGO	9780890425558.00
AP	6045	ADVANCED PSYCHOPATHOLOGY	PSYCHOPATHOLOGY: HISTORY, DIAGNOSIS, AND EMPIRICAL FOUNDATIONS	CRAIGHEAD, MIKLOWITZ, AND CRAIGHEAD	WILEY	E-BOOK	ACCESS VIA PERLEGO	9781119221753.00
AP	6052	DEVELOPMENTAL PSYCHOPATHOLOGY	UNDERSTANDING ABNORMAL CHILD PSYCHOLOGY 4/E	PHARES, V.	WILEY	E-BOOK	ACCESS VIA PERLEGO	9781119605287.00
AP	6053	TESTING AND ASSESSMENT	ESSENTIALS OF WAIS-IV ASSESSMENT (ESSENTIALS OF PSYCHOLOGICAL ASSESSMENT) LATEST/E	LICHTENBERGER, E. O., & KAUFMAN, A. S.	WILEY	E-BOOK	ACCESS VIA PERLEGO	9781118175842.00
AP	6054	RESEARCH DESIGN AND DATA ANALYSIS	THE PRACTICAL RESEARCHER: A STUDENT GUIDE TO CONDUCTING PSYCHOLOGICAL RESEARCH	DUNN, D. S.	WILEY	PRINT BOOK	N/A	9781118360040.00
AP	6057	FAMILY, SCHOOL AND COMMUNITY SYSTEMS	HOME, SCHOOL, AND COMMUNITY COLLABORATION: CULTURALLY RESPONSIVE FAMILY INVOLVEMENT LATEST/E		SAGE	E-BOOK	ACCESS VIA PERLEGO	
AP	6071	CHILD & ADOLESCENT PSYCHOLOGICAL ASSESSMENT	PSYCHOLOGICAL METHODS OF CHILD ASSESSMENT LATEST/E	GOLDMAN, J., L'ENGLE STEIN, C.	ROUTLEDGE	E-BOOK	ACCESS VIA PERLEGO	
AP	6072	CHILD AND ADOLESCENT THERAPEUTIC INTERVENTIONS	COUNSELING AND PSYCHOTHERAPY WITH CHILDREN AND ADOLESCENTS: THEORY AND PRACTICE FOR SCHOOL AND CLINICAL SETTINGS LATEST/E	THOMPSON PROUT H. & BROWN, D.T.	WILEY	E-BOOK	ACCESS VIA PERLEGO	9780471770916.00
AP	6073	INSTRUCTIONAL INTERVENTION AND CONSULTATION	HANDBOOK OF EVIDENCE-BASED INTERVENTIONS FOR CHILDREN AND ADOLESCENTS LATEST/E	THEODORE, L. A. (ED.).	SPRINGER PUBLISHING	E-BOOK	ACCESS VIA PERLEGO	
AP	6075	PSYCHOEDUCATIONAL ASSESSMENT	LEARNING DISABILITIES	BAKKEN, J.P., OBIAKOR, F.E., TATTORI, A.F. LATEST/E	EMERALD GROUP PUBLISHING	E-BOOK	ACCESS VIA PERLEGO	
AP	6075	PSYCHOEDUCATIONAL ASSESSMENT	ESSENTIALS OF KTEA-3 AND WIAT-III ASSESSMENT	BREAUX, K., & LICHTENBERGER, E LATEST/E	WILEY	E-BOOK	ACCESS VIA PERLEGO	
AP	6075	PSYCHOEDUCATIONAL ASSESSMENT	ESSENTIALS OF ASSESSMENT REPORT WRITING	SCHNEIDER, J., LICHTENBERGER, E., MATHER, N., & KAUFMAN, N. LATEST/E	WILEY	E-BOOK	ACCESS VIA PERLEGO	
AP	6077	THEORIES OF LEARNING AND HUMAN DEVELOPMENT	CHILDHOOD AND DEVELOPMENT VOYAGES IN DEVELOPMENT	SPENCER, RATHUS	CENGAGE	E-BOOK	ACCESS VIA PERLEGO	
AP	6077	THEORIES OF LEARNING AND HUMAN DEVELOPMENT	UNDERSTANDING APPLIED BEHAVIOR ANALYSIS:AN INTRODUCTION TO ABA FOR PARENTS, TEACHERS AND OTHER PROFESSIONALS	KEARNEY, A. J	JESSICA KINGSLEY PUBLISHERS	E-BOOK	ACCESS VIA PERLEGO	
AP	6093	ETHICAL CONSIDERATIONS	ETHICS IN COUNSELING AND PSYCHOTHERAPY; STANDARDS, RESEARCH, AND EMERGING ISSUES	ELIZABETH REYNOLDS WELFEL	WILEY	PRINT BOOK	N/A	9781305089723
AP	6093	ETHICAL CONSIDERATIONS	ACA ETHICAL STANDARDS CASEBOOK 7/E	HERLIHY, B. & COREY, G	WILEY	PRINT BOOK	N/A	9781556203213.00
AP	6174	PRINCIPLES OF BEHAVIOR CHANGE	UNDERSTANDING APPLIED BEHAVIOR ANALYSIS: AN INTRODUCTION TO ABA FOR PARENTS, TEACHERS, AND OTHER PROFESSIONALS.	ALBERT J. KEARNEY	JESSICA KINGSLEY PUBLISHERS	E-BOOK	ACCESS VIA PERLEGO	
AP	6174	PRINCIPLES OF BEHAVIOR CHANGE	EFFETIVE PROGRAMS FOR TEACHING AUTISM SPECTRUM DISORDER APPLIED BEHAVIOR ANALYSIS MODELS.	BETTY FRY WILLIAMS, RANDY LEE WILLIAMS	ROUTLEDGE	E-BOOK	ACCESS VIA PERLEGO	
AP	6244	COUNSELING IN HEALTH SETTINGS	COUNSELLING IN HEALTH CARE SETTINGS: A HANDBOOK FOR PRACTITIONERS LATEST/E	BOR R, MILLER R, GILL S, EVANS A.	PALGRAVE MACMILLAN	E-BOOK	ACCESS VIA PERLEGO	9780230549425.00
AP	6246	ADIDICTION COUNSELING	DRUGS IN PERSPECTIVE: CAUSES, ASSESSMENT, FAMILY, PREVENTION, INTERVENTION, AND TREATMENT 9/E	FIELDS	MCGRAW-HILL	E-BOOK	ACCESS VIA CONNECT	
AP	6384	PRACTICUM II / ONLINE	CASE STUDIES IN SCHOOL PSYCHOLOGY, APPLYING STANDARDS FOR PROFESSIONAL PRACTICE LATEST/E	RAHILL, S., KAISER, L.	ROUTLEDGE	E-BOOK	ACCESS VIA PERLEGO	9781000430110.00
AP	6478	FIELDWORK / ONLINE / AEP STUDENTS ONLY	CASE STUDIES IN SCHOOL PSYCHOLOGY, APPLYING STANDARDS FOR PROFESSIONAL PRACTICE LATEST/E	RAHILL, S., KAISER, L.	ROUTLEDGE	E-BOOK	ACCESS VIA PERLEGO	
AP	6489	THESIS IN APPLIED & ADOLESCNET PSYCHOLOGY	WRITING DISSERTATIONS AND THESES IN PSYCHOLOGY: A STUDENT'S GUIDE FOR SUCCESS 1/E	HAYNES, S., & HUNSLEY, J.	ROUTLEDGE	E-BOOK	ACCESS VIA PERLEGO	
AP	6489	THESIS IN APPLIED & ADOLESCNET PSYCHOLOGY	PUBLICATION MANUAL OF THE AMERICAN PSYCHOLOGICAL ASSOCIATION 7/E	APA	AMERICAN PSYCHOLOGICAL ASSOCIATION	E-BOOK	ACCESS VIA PERLEGO	
AP	6542	PSYCHODYNAMIC APPROACHES TO COUNSELING & PSYCHOTHERAPY	The technique and practice of psychoanalysis (Vol. 1). Routledge.	Greenson, R.R.	ROUTLEDGE	E-BOOK	ACCESS VIA PERLEGO	9780429908187.00
AP	6542	PSYCHODYNAMIC APPROACHES TO COUNSELING & PSYCHOTHERAPY	Skills in psychodynamic counselling and psychotherapy.	Howard, S. & Wynne, K.	SAGE	E-BOOK	ACCESS VIA PERLEGO	9781036202545.00
AP	6542	PSYCHODYNAMIC APPROACHES TO COUNSELING & PSYCHOTHERAPY	Psychoanalytic diagnosis: Understanding personality structure in the clinical process (2nd ed.	McWilliams, N.	GUILFORD PRESS	E-BOOK	ACCESS VIA PERLEGO	9781609184988.00
AP	6549	CBT APPROACHES TO COUNSELING & PSYCHOTHERAPY	Cognitive Behavior Therapy: Basics and Beyond LATEST/E	Beck, J.S.	GUILFORD PRESS	E-BOOK	ACCESS VIA PERLEGO	9781460000000.00
AP	6549	CBT APPROACHES TO COUNSELING & PSYCHOTHERAPY	Doing CBT LATEST/E	Tolin, D.F.	GUILFORD PRESS	E-BOOK	ACCESS VIA PERLEGO	9781460000000.00
AP	6549	CBT APPROACHES TO COUNSELING & PSYCHOTHERAPY	The Case Formulation Approach to Cognitive-Behavior Therapy LATEST/E	Persons	GUILFORD PRESS	E-BOOK	ACCESS VIA PERLEGO	9781460000000.00
AP	6556	FAMILY&SYSTEMS APPROACHES TO CNSLNG	FAMILY THERAPY: AN OVERVIEW LATEST/E	STANTON M., GOLDENBERG H., GOLDENBERG I.	CENGAGE	E-BOOK	ACCESS VIA PERLEGO	
AP	6556	FAMILY&SYSTEMS APPROACHES TO CNSLNG	FAMILY THERAPY TECHNIQUES LATEST/E	MINUCHIN, S. H. AND FISHMAN, C.	HARVARD UNIVERSITY PRESS	E-BOOK	ACCESS VIA PERLEGO	
AP	6556	FAMILY&SYSTEMS APPROACHES TO CNSLNG	THE TACTICS OF CHANGE: DOING THERAPY BRIEFLY LATEST/E	FISCH, R, WEAKLAND, J.H., AND SEGAL, L.	JOSSEY BASS	PRINT BOOK	N/A	
AP	6560	HUMANISTIC & EXISTENTIAL APPROACHES TO COUNSELING & PSYCHOTHERAPY	EXISTENTIAL-HUMANISTIC THERAPY (THEORIES OFPSYCHOTHERAPY SERIES).	SCHNEIDER, K. J. & KRUG, O. T. LATEST/E	AMERICAN PSYCHOLOGICAL ASSOCIATION	E-BOOK	ACCESS VIA PERLEGO	9781433827372.00
AP	6585	SHORT TERM APPROACHES TO COUNSELING & PSYCHOTHERAPY	ADIDICTION COUNSELING	CAVAIOLA,ALAN	SPRINGER PUBLISHING COMPANY	E-BOOK	ACCESS VIA PERLEGO	
AP	6590	CAREER COUNSELING	CAREER COUNSELING; A HOLISTIC APPROACH LATEST/E	SZUNKER V. G	CENGAGE	E-BOOK	ACCESS VIA PERLEGO	
AP	6591	THESIS IN COUNSELING PSYCHOLOGY	DISSERTATIONS AND THESES FROM START TO FINISH. PSYCHOLOGY AND RELATED FIELDS	CONE, J.D. & FOSTER, S.L.	WASHINGTON D.C.: AMERICAN PSYCHOLOGICAL ASSOCIATION			9781591473626.00
AP	6591	THESIS IN COUNSELING PSYCHOLOGY	PUBLICATION MANUAL OF THE AMERICAN PSYCHOLOGICAL ASSOCIATION 6/E	AMERICAN PSYCHOLOGICAL ASSOCIATION	AMERICAN PSYCHOLOGICAL ASSOCIATION			9781433805615.00
AP	6601	PRACTICUM I	CLINICAL CASE FORMULATIONS: MATCHING THE INTEGRATIVE TREATMENT PLAN TO THE CLIENT	INGRAM, B.C	NEW JERSEY: JOHN WILEY & SONS, INC.	E-BOOK	ACCESS VIA PERLEGO	9781118038222.00
AP	6702	PRACTICUM III	CLINICAL CASE FORMULATIONS: MATCHING THE INTEGRATIVE TREATMENT PLAN TO THE CLIENT	INGRAM, B.C.	NEW JERSEY: JOHN WILEY & SONS, INC.	E-BOOK	ACCESS VIA PERLEGO	
AP	6803	PRACTICUM III	CLINICAL CASE FORMULATIONS: MATCHING THE INTEGRATIVE TREATMENT PLAN TO THE CLIENT	INGRAM, B.C.	NEW JERSEY: JOHN WILEY & SONS, INC.	E-BOOK	ACCESS VIA PERLEGO	9781118038222.00
CN	6001	PUBLIC RELATIONS STRATEGY	STRATEGIC PLANNING FOR PUBLIC RELATIONS, LATEST/E	RONALD D. SMITH	ROUTLEDGE	E-BOOK	ACCESS VIA PERLEGO	9781138282063.00
CN	6002	ADVANCED MEDIA WRITING & TECHNIQUES	PUBLIC RELATIONS WRITING AND MEDIA TECHNIQUES, LATEST/E	DENNIS L. WILCOX				
CN	6003	POLITICAL COMMUNICATION	Political Communication: A New Introduction for Crisis Times, LATEST/E	Davis, A				
CN	6004	COMMUNICATION FOR THE TOURISM INDUSTRY	MARKETING COMMUNICATIONS IN TOURISM AND HOSPITALITY, LATEST/E	SCOTT MCCABE				
CN	6006	APPLD CMMNCTN RESEARCH METHODS	UNDERSTANDING COMMUNICATION RESEARCH METHODS: A THEORETICAL AND PRACTICAL APPROACH, LATEST/E	STEPHEN M. CROUCHER, DANIEL CRONN-MILLS				
CN	6007	STRATEGIC CORPORATE COMMUNICATION	CORPORATE COMMUNICATION: THEORY AND PRACTICE, LATEST/E	CORNELISSEN JOEP				
CN	6008	COMMUNICATION FOR THE ENTERTAINMENT INDUSTRY	ENTERTAINMENT PUBLIC RELATIONS, LATEST/E	CAROL AMES				
CN	6009	PR IN PUBLIC AND NON PROFIT ORGANIZATIONS	STRATEGIC COMMUNICATIONS FOR NONPROFIT ORGANIZATION: SEVEN STEPS TO CREATING A SUCCESSFUL PLAN, LATEST/E	PATTERSON, SALLY J., RADTKE, JANEL , M.				
CN	6010	MEDIA AND COMMUNICATION THEORY	McQuail's Media and Mass Communication Theory.	McQuail, D., & Deuze, M.	SAGE	PRINT BOOK	N/A	
CN	6011	CRISIS COMMUNICATION MANAGEMENT	ONGOING CRISIS COMMUNICATION: PLANNING, MANAGING AND RESPONDING, 6/E	W. TIMOTHY COOMBS				
CN	6015	INTERCULTURAL COMMUNICATION AND INTERNATIONAL PR	USE YOUR DIFFERENCE TO MAKE A DIFFERENCE: HOW TO CONNECT AND COMMUNICATE IN A CROSS-CULTURAL WORLD LATEST/E	ROCKSON, TAYO				
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 LATEST/E	DAVID MEERMAN SCOTT				
CN	6020	EFFECTIVE COMMUNICATION SKILLS	COMMUNICATION: PRINCIPLES FOR A LIFETIME LATEST/E	BEEBE STEVEN				
CN	6022	EVENT PLANING AND MANAGEMENT	EVENTS MANAGEMENT: PRINCIPLES AND PRACTICE 3/E	RAJ, R,, WALTERS, P. & RASHID, T.				
CN	6025	DIGITAL MEDIA PRODUCTION	SIGHT, SOUND, MOTION: APPLIED MEDIA AESTHETICS LATEST/E	ZETTL, H.	CENGAGE	E-BOOK	ACCESS VIA PERLEGO	9781305890350.00
CN	6030	MULTIMEDIA APPLICATIONS FOR COMMUNICATION CAMPAIGNS	SIGHT, SOUND, MOTION: APPLIED MEDIA AESTHETICS LATEST/E	ZETTL, H.	NEW RIDERS PUBLISHING	PRINT BOOK	N/A	
CN	6042	WEB DESIGN AND DEVELOPMENT	DON'T MAKE ME THINK, REVISITED: A COMMON SENSE APPROACH TO WEB LATEST/E	KRUG, S.	NEW RIDERS PUBLISHING	PRINT BOOK	N/A	
CN	6042	WEB DESIGN AND DEVELOPMENT	INFORMATION ARCHITECTURE: BLUEPRINTS FOR THE WEB LATEST/E	WODKE, C. &GOVELLA, A.	KOGAN PAGE	E-BOOK	ACCESS VIA PERLEGO	
CN	6043	BRAND COMMUNICATION	UNDERSTANDING BRANDS AND BRANDING (CHAPTERS 1, 2, 3)					
CN	6046	UX-USER EXPERIENCE AND RESPONSIVE DESIGN	AGILE UX DESIGN FOR A QUALITY USER EXPERIENCE LATEST/E	HARTSON, R. & PYLA, P.	MORGAN KAUFMANN			9780128053423.00
CN	6047	CONTENT DEVELOPMENT	THE DEFINITIVE GUIDE TO STRATEGIC CONTENT MARKETING: PERSPECTIVES, ISSUES, CHALLENGES AND SOLUTIONS	DZAMIC, L. & KIRBY, J.	KOGAN PAGE	E-BOOK	ACCESS VIA PERLEGO	
CN	6047	CONTENT DEVELOPMENT	LINKED IN LEARNING COURSES: UX FOUNDATIONS: CONTENT STRATEGY	MORTEN RAND-HENDRIKSEN		E-BOOK	ACCESS VIA PERLEGO	
CN	6047	CONTENT DEVELOPMENT	CEO FOUNDATIONS	DAVID BOOTH		E-BOOK	ACCESS VIA PERLEGO	
CN	6065	SOCIAL MEDIA MANAGEMENT	SOCIAL MEDIA STRATEGY: A PRACTICAL GUIDE TO SOCIAL MEDIA MARKETING & CUSTOMER ENGMNT	ATHERTON, J	KOGAN PAGE	E-BOOK	ACCESS VIA PERLEGO	
CN	6070	ADVERTISING THEORIES	CONSUMER BEHAVIOR: BUYING, HAVING AND BEING LATEST/E	SOLOMON M. R.	PEARSON	E-BOOK		9781292153100.00
CN	6071	ADVERTISING IN CONTEXT	SOCIAL COMMUNICATION IN ADVERTISING: CONSUMPTION IN THE MEDIATED MARKETPLACE 4/E	LEISS, W. ET AL	ROUTLEDGE	E-BOOK	ACCESS VIA PERLEGO	9781138094567.00
CN	6074	CREATIVITY & IDEATION	CREATIVE STRATEGY IN ADVERTISING 11/E	DREWNIANY, B.L. AND JEWLER, J.A.	CENGAGE	E-BOOK	ACCESS VIA PERLEGO	
CN	6075	RESEARCH METHODS IN ADVERTISING	ADVERTISING AND PR RESEARCH LATEST/E	JUGENHEIMER, D.W., BRADLEY, S.D., KELLEY, L.D. & HUDSON J.C.	ROUTLEDGE	E-BOOK	ACCESS VIA PERLEGO	9781317507376.00
CN	6079	DIGITAL ADVERTISING	*ARTICLES PROVIDED BY PROFESSOR*					
CN	6080	ACCOUNT HANDLING	THE ART OF CLIENT SERVICE: THE CLASSIC GUIDE LATEST/E	SOLOMON R.	WILEY	E-BOOK	ACCESS VIA PERLEGO	9788126562831.00
CN	6081	COPYWRITING	ADVERTISING: CONCEPT AND COPY LATEST/E	FELTON, G.	NORTON			9780393733860.00
CN	6082	ART DIRECTION	THE FUNDAMENTALS OF GRAPHIC DESIGN LATEST/E	AMBROSE, G. , HARRIS, P.	AVA PUBLISHING	E-BOOK	ACCESS VIA PERLEGO	
CN	6085	BRAND IDENTITY DESIGN	DESIGNING BRAND IDENTITY LATEST/E	WHEELER, A.	WILEY	E-BOOK	ACCESS VIA PERLEGO	
CN	6127	QUANTITATIVE RESEARCH IN CN	QUANTITATIVE RESEARCH METHODS IN COMMUNICATION: THE POWER OF NUMBERS FOR SOCIAL JUSTICE	ERICA SCHARRER, SRIVIDYA RAMASUBRAMANIAN				
CN	6148	DIGITAL AND SOCIAL ANALYTICS	MARKETING METRICS LATEST/E	INGE, C.	KOGAN PAGE	E-BOOK	ACCESS VIA PERLEGO	
CN	6148	DIGITAL AND SOCIAL ANALYTICS	DIGITAL ANALYTICS FOR MARKETING LATEST/E	SPONDER, M., KHAN, G.	ROUTLEDGE	E-BOOK	ACCESS VIA PERLEGO	
CN	6148	DIGITAL AND SOCIAL ANALYTICS	MARKETING ANALYTICS LATEST/E	GRISBY, M.	KOGAN PAGE	E-BOOK	ACCESS VIA PERLEGO	
CN	6172	CAMPAIGN STRATEGY & PLANNING	ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS. LATEST/E	PARENTE, D., & STRAUSBAUGH-HUTCHINSON, K.	CENGAGE	E-BOOK	ACCESS VIA PERLEGO	
CN	6178	MEDIA PLANNING	THE MEDIA HANDBOOK: A COMPLETE GUIDE TO ADVERTISING MEDIA SELECTION, PLANNING, RESEARCH, AND BUYING. LATEST/E	KATZ, H.	ROUTLEDGE	E-BOOK	ACCESS VIA PERLEGO	9780429785634.00
CN	6249	CAPSTONE PROJECT IN DIGITAL COMMUNICATION AND SOCIAL MEDIA - THE START UP CHALLENGE	DRIVING DIGITAL STRATEGY: A GUIDE TO REIMAGINING YOUR BUSINESS LATEST/E	GUPTA, S.	HARVARD BUSINESS REVIEW PRESS	E-BOOK	ACCESS VIA PERLEGO	9781633692688.00
CN	6276	THE PRACTICIONER'S KIT	BUSINESS COMMUNICATION AND CHARACTER	NEWMAN, A.	CENGAGE	E-BOOK	ACCESS VIA PERLEGO	978-1506369594
CN	6350	THESIS IN DIGITAL COMMUNICATION	YOUR RESEARCH PROJECT: A STEP-BY-STEP GUIDE FOR THE FIRST-TIME RESEARCHER 4/E	WALLIMANN, N.				
CN	6377	INTERNSHIP IN ADVERTISING	THE SUCCESSFUL INTERNSHIP LATEST/E	SWEITZER, H.F. & KING, M.A.	CENGAGE	E-BOOK	ACCESS VIA PERLEGO	9781285077192.00
CN	6389	THESIS	YOUR RESEARCH PROJECT: A STEP-BY-STEP GUIDE FOR THE FIRST-TIME RESEARCHER 4/E	WALLIMANN, N.				
CN	6460	THESIS IN STRATEGIC COMMUNICATION	YOUR RESEARCH PROJECT: A STEP-BY-STEP GUIDE FOR THE FIRST-TIME RESEARCHER 4/E	WALLIMANN, N.				
CN	6488	CAPSTONE PROJECT	ADVERTISING ,PROMOTION AND OTHER ASPECTS OF MARKETING COMMUNICATIONS	ANDREWS J.C. & SHIMP T.A	CENGAGE	E-BOOK	ACCESS VIA PERLEGO	9781853756153.00
CN	6512	CAPSTONE PROJECT	THE PUBLIC RELATIONS STRATEGIC TOOLKIT: AN ESSENTIAL GUIDE TO SUCCESSFUL PUBLIC RELATIONS PRACTICE LATEST/E	ALISON THEAKER, HEATHER YAXLEY				
CN	6590	PORTFOLIO IN ADVERTISING	ADVERTISING BY DESIGN: GENERATING AND DESIGNING CREATIVE IDEAS ACROSS MEDIA LATEST/E	LANDA, R.	WILEY	E-BOOK	ACCESS VIA PERLEGO	9781118971055.00
ITC	6001	INTRODUCTION TO BIG DATA	DATA ANALYSIS WITH PYTHON	R. DIXIT	BPBONLINE	E-BOOK	ACCESS VIA PERLEGO	
ITC	6001	INTRODUCTION TO BIG DATA	LEARN SQL WITH MySQL	A. PAJANKAR	BPBONLINE	E-BOOK	ACCESS VIA PERLEGO	
ITC	6002	EXPLORING AND ANALYZING DATA	***NO BOOK***					
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ITC	6008	SEARCH ENGINES AND WEB MINING	INFORMATION RETRIEVAL	A. GOKER, J. DAVIS	WILEY	E-BOOK	ACCESS VIA PERLEGO	
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LDT	6010	FOUNDATIONS OF LEARNING DESIGN AND TECHNOLOGY	FOUNDATIONS OF LEARNING AND INSTRUCTIONAL DESIGN TECHNOLOGY.	WEST, R. E.	BYU INSTRUCTIONAL PSYCHOLOGY AND TECHNOLOGY DEPARTMENT.	E-BOOK		DOI: 10.59668/3. HTTPS://EDTECHBOOKS.ORG/LIDTFOUNDATIONS
LDT	6010	FOUNDATIONS OF LEARNING DESIGN AND TECHNOLOGY	THE ESSENTIALS OF INSTRUCTIONAL DESIGN: CONNECTING FUNDAMENTAL PRINCIPLES WITH PROCESS AND PRACTICE LATEST/E	BROWN, A., & GREEN, T.	ROUTLEDGE	E-BOOK	ACCESS VIA PERLEGO	9781003837916.00
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