



## BOOK LIST

2020-2021 School Year

BFA

### Fall 2020 – First Semester

<u>Course</u> .....	<u>Book</u> .....	<u>ISBN</u>
Advertising 401 .....	<u>The Advertising Concept Book, 3e</u> .....	978-0500292679
Business Communication 301.....	<u>The Etiquette Advantage in Business, 3e</u> .....	978-0062270467
Consumer Behavior 301.....	<u>Consumer Behavior: Buying, Having, &amp; Being, 12e</u> .....	978-0134130255
Design & Layout 401 .....	<u>How to Think Like a Great Graphic Designer</u> .....	978-1581154962
Mngmnt Across Cultures 401 ....	<u>Cultural Dimension of Global Business, 8e</u> .....	978-1138202290
Mngmnt Across Cultures 401 ....	<u>Say Anything to Anyone, Anywhere</u> .....	978-1118420423

### Spring 2021 – Second Semester

<u>Course</u> .....	<u>Book</u> .....	<u>ISBN</u>
Campaign Management 401 .....	<u>Dealing with People You Can't Stand, Revised and Expanded Third Edition: How to Bring Out the Best in People at Their Worst</u> .....	978-0071785723
Campaign Management 401 .....	<u>E.M.: Project Management (2015)</u> .....	978-1465435446
Campaign Management 401 .....	<u>E.M.: Leadership (2015)</u> .....	978-1465435422
<i>Campaign Management 401</i> .....	<i><u>Essential Managers: Presenting (2015)</u></i> .....	<i>978-0756637064*</i>
Ecology 301 .....	<u>Environmental Science, 16e</u> .....	978-1337569613
Portfolio Development 401 .....	<u>How to Be a Graphic Designer Without Losing Your Soul (2010)</u> .....	978-1568989839
Survey of Mathematics 101 .....	<u>Survey of Mathematics with Applications, 10e</u> ...	978-0134112107
Web Design 401 .....	<u>Don't Make Me Think, Revisited, 3e</u> .....	978-0321965516

\* *These books were used in a previous course and should not need to be repurchased.*

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