

**Texas A&M University**

**Marketable Skills**

Program:	Communication
Degree:	BA
Department:	Communication
Contact Name:	Nancy Street
Contact Phone:	2-8612

<b>Outcome</b>	<b>Master the depth of knowledge required for a degree</b>
Marketable Skills	<ul style="list-style-type: none"> <li>● Knowledge of communication theories and their ability to explain various phenomenon that occurs in organizations, interpersonal relationships, healthcare, public relations, media, and policy.</li> <li>● Knowledge of various research methodologies to develop research questions, collect data, and analyze data that can be used to answer academic questions or provide solutions in professional settings.</li> <li>● Knowledge of public presentation skills</li> </ul>

<b>Outcome</b>	<b>Demonstrate critical thinking</b>
Marketable Skills	<ul style="list-style-type: none"> <li>● Applying theoretical knowledge to real world scenarios to determine how to approach and solve problems encountered in the real world.</li> <li>● Analyzing issues that occur in interpersonal, mediated, organizational, and rhetoric communication practices and providing solutions to issues.</li> <li>● Apply logic to identify strengths and weaknesses of an argument</li> <li>● Ability to research effectively</li> </ul>

<b>Outcome</b>	<b>Communicate effectively</b>
Marketable Skills	<ul style="list-style-type: none"> <li>● The ability to communicate effectively in writing, speaking, and group communication settings.</li> <li>● The ability to work through difficult group communication scenarios using perspective-taking and conflict-resolution strategies</li> <li>● Ability to communicate arguments orally</li> </ul>

<b>Outcome</b>	<b>Practice personal and social responsibility</b>
Marketable Skills	<ul style="list-style-type: none"> <li>● Provide effective peer evaluations of peer work and self evaluations of their individual work.</li> <li>● Effectively working in a team setting where group members are motivated, valued, and contribute the team process.</li> <li>● Ability to be socially aware while communicating and to employ active listening.</li> <li>● Ability to clearly evaluate a message</li> </ul>

<b>Outcome</b>	<b>Demonstrate social, cultural, and global competencies</b>
Marketable Skills	<ul style="list-style-type: none"> <li>● Knowledge and appreciation of diverse cultures and groups and how these differences influence communication.</li> <li>● Exhibits social awareness and knowledge of the global nature of society.</li> </ul>

	<ul style="list-style-type: none"> <li>● Ability to manage time in relation to the needs of others.</li> <li>● Exhibits familiarity with second language</li> </ul>
--	---

<b>Outcome</b>	<b>Prepare to engage in life-long learning</b>
Marketable Skills	<ul style="list-style-type: none"> <li>● Knowing how to use various sources of information to find the necessary information to adapt and progress in a constantly changing world.</li> <li>● Ability to assess quality of sources and quality of information when looking for information to solve problems and assist in decision-making.</li> <li>● Engages in service to others.</li> </ul>

<b>Outcome</b>	<b>Work collaboratively</b>
Marketable Skills	<ul style="list-style-type: none"> <li>● Ability to work together as a team to produce a quality project.</li> <li>● Using differences to produce a more quality group experience and project results.</li> </ul>