

Texas A&M University

Marketable Skills

Program:	USLA-JRN*
Degree:	BA
Department:	Communication
Contact Name:	Nancy Street
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Outcome	Master the depth of knowledge required for a degree
Marketable Skills	<ul style="list-style-type: none"> • Understanding the strengths and methods of oral and written communication • The ability to develop content on a wide array of topics

Outcome	Demonstrate critical thinking
Marketable Skills	<ul style="list-style-type: none"> • The ability to analyze and interpret data. • The ability to seek out conflicting sources and determine the potential veracity of those sources

Outcome	Communicate effectively
Marketable Skills	<ul style="list-style-type: none"> • The ability to write clearly, accurately and concisely • The ability to produce visual storytelling for online media

Outcome	Practice personal and social responsibility
Marketable Skills	<ul style="list-style-type: none"> • The ability to interview people in a sensitive and respectful way without bias • Understanding personal and group ethics and the requirements of ethical decision-making

Outcome	Demonstrate social, cultural, and global competencies
Marketable Skills	<ul style="list-style-type: none"> • Strong familiarity with social media • An appreciation for cultural differences and how diversity impacts lives and actions

Outcome	Prepare to engage in life-long learning
Marketable Skills	<ul style="list-style-type: none"> • Knowing how to fact-check and assess the reliability of sources • Knowledge of, ability to follow, and an understanding of current events

Outcome	Work collaboratively
Marketable Skills	<ul style="list-style-type: none"> • Developing an ability to collaborate with peers on a focused project or product while building strong group relationships • Respectfully accept criticism of work from peers and supervisors