## Texas A&M University

## **Marketable Skills**

Program:	Urban Planning
Degree:	Bachelor of Science
Department:	Landscape Architecture and Urban Planning
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Outcome	Master the depth of knowledge required for a degree, including the ability to:
	<ul> <li>Articulate disciplinary and interdisciplinary theories, concepts, principles, skills, and practices;</li> <li>Synthesize knowledge across courses and other experiences; and</li> <li>Apply knowledge from core curriculum courses, discipline-based courses, and other experiences in a range of contexts to solve problems and make decisions.</li> </ul>
Marketable	Analyze growth and development issues facing communities
Skills	<ul> <li>The integration of cultural, social, economic and natural forces that shape society and communities</li> </ul>
	<ul> <li>Facilitation strategies to develop consensus in the development of long range community development plans</li> </ul>
	Development of disaster recovery plans and associated prioritization
	Knowledge of quantitative approaches to analyze and manipulate data
	Data analysis for urban planning modeling
	<ul> <li>Knowledge of GIS and other spatial tools for urban planning</li> </ul>

Outcome	<ul> <li>Demonstrate critical thinking, including the ability to:</li> <li>Evaluate, analyze, and integrate information from a variety of sources;</li> <li>Use appropriate strategies and tools to represent, analyze, and integrate information; and</li> <li>Develop critical, reasoned positions.</li> </ul>
Marketable Skills	<ul> <li>Short and long-range planning, budgeting and project management related to community development</li> <li>Cultural awareness &amp; appreciation with client &amp; project requirements</li> <li>Produce land planning solutions with constituent engagement.</li> <li>Use statistical packages to analyze data, interpret findings in meaningful ways</li> </ul>

Outcome	Communicate effectively, including the ability to:
	<ul> <li>Demonstrate effective oral communication skills (which could include the use of languages such as American Sign language for those who do not communicate orally);</li> <li>Demonstrate effective writing skills;</li> <li>Demonstrate effective nonverbal communication skills (which could include appropriate use of performance, design, or representations such as maps, tables, and graphs);</li> </ul>

	<ul> <li>Listen actively and critically;</li> <li>Present work effectively to a range of audiences; and</li> <li>Effectively communicate original and creative ideas.</li> </ul>
Marketable Skills	<ul> <li>Present design solutions that include graphic design and effective written documentation of how the plan development and the proposals, construction drawings and graphic design was developed and implementation strategies</li> <li>Ability to facilitate productive conversations among large groups to reach a shared solution</li> </ul>

Outcome	Practice personal and social responsibility, including the ability to:
	<ul> <li>Practice ethical leadership;</li> <li>Recognize an ethical dilemma and apply rational decision-making in order to address it;</li> <li>Choose ethical courses of action in research and practice;</li> <li>Acknowledge and address the consequences of one's own actions; and</li> <li>Engage in local and global civic activities.</li> </ul>
Marketable Skills	<ul> <li>The integration of cultural, social, economic and natural forces that shape society and communities</li> <li>Development strategies and requirements the prevent the most vulnerable member of the community to those areas that are most subject to flooding and other environmental hazards</li> </ul>

Outcome	Demonstrate social, cultural, and global competence, including the ability to:
	<ul> <li>Live and work effectively in a diverse and global society;</li> <li>Articulate the value of a diverse and global perspective; and</li> <li>Recognize diverse economic, political, cultural, and religious opinions and practices.</li> </ul>
Marketable Skills	<ul> <li>The integration of cultural, social, economic and natural forces that shape society and communities</li> <li>Development strategies and requirements the prevent exposing the most vulnerable members of the community to those areas that are most subject to flooding and other environmental hazards</li> </ul>

Outcome	Prepare to engage in lifelong learning, including the ability to:
	<ul> <li>Exhibit the skills necessary to acquire, organize, reorganize, and interpret new knowledge;</li> <li>Show proficiency in current technologies and the ability to adapt to emerging technologies;</li> </ul>

	<ul> <li>Recognize and participate in activities that enhance wellness of body, mind, and spirit;</li> <li>Formulate a plan of personal goals for continued professional growth; and</li> <li>Demonstrate intellectual curiosity.</li> </ul>
Marketable	<ul> <li>Changing society and demographics require continual evolving of skills to</li></ul>
Skills	address the ever changing fabric of communities.

Outcome	Work collaboratively, including the ability to:
	<ul> <li>Participate effectively in teams;</li> <li>Consider different points of view; and</li> <li>Work with others to support a shared purpose or goal.</li> </ul>
Marketable Skills	<ul> <li>Community-based plan development</li> <li>Community-based design solutions to future development</li> </ul>