

Program:	Public Health
Degree:	BS
Department:	Public Health Studies
Contact Name:	Don Curtis
Contact Phone:	979.436.9403

Outcome	Master the depth of knowledge required for a degree
Marketable Skills	<ul style="list-style-type: none"> Using scientific rules and methods to solve problems. Knowledge of group behavior and dynamics, societal trends and influences, human migrations, ethnicity, cultures and their history and origins. Knowledge of plant and animal organisms, their tissues, cells, functions, interdependencies, and interactions with each other and the environment

Outcome	Demonstrate critical thinking
Marketable Skills	<ul style="list-style-type: none"> Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems. Considering the relative costs and benefits of potential actions to choose the most appropriate one. Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Outcome	Communicate effectively
Marketable Skills	<ul style="list-style-type: none"> The ability to communicate information and ideas in speaking and writing so others will understand. The ability to listen to and understand information and ideas presented through spoken words and sentences. Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Outcome	Active Learning
Marketable Skills	<ul style="list-style-type: none"> Understanding the implications of new information for both current and future problem-solving and decision-making. Analyzing information and evaluating results to choose the best solution and solve problems

Outcome	Demonstrate social, cultural, and global competencies
Marketable Skills	<ul style="list-style-type: none"> Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction. Being aware of others' reactions and understanding why they react as they do.

Outcome	Prepare to engage in life-long learning
Marketable Skills	<ul style="list-style-type: none"> • Understanding the implications of new information for both current and future problem-solving and decision-making. • Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.

Outcome	Work collaboratively
Marketable Skills	<ul style="list-style-type: none"> • Developing constructive and cooperative working relationships with others, and maintaining them over time. Bringing others together and trying to reconcile differences. • Prepare, implement and evaluate health-promotion interventions and facilitate community development activities, including those for rural and underserved populations.

Notes:

- All marketable skills listed for this example program were drawn from the Knowledge, Skills, and Abilities identified by the US Department of Labor and Statistics for occupational health and safety specialists, epidemiologists, community health workers, and fitness and wellness coordinators as published on O*Net Online (onetonline.org)
- Alternate sources for degree-specific marketable skills include learning outcomes and associated metrics used for programmatic assessment via the Council on Education for Public Health (CEPH)