

Program:	Agricultural Communications & Journalism
Degree:	BS
Department:	Agricultural Leadership, Education, and Communications
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Outcome	Master the depth of knowledge required for a degree
Marketable Skills	<ul style="list-style-type: none"> <li>• Receive assignments or evaluate leads or tips to develop story ideas.</li> <li>• Respond to requests for information from the media or designate an appropriate spokesperson or information source.</li> <li>• Report news stories for publication or broadcast, describing the background and details of events.</li> <li>• Write press releases or other media communications to promote clients.</li> <li>• Plan or direct development or communication of programs to maintain favorable public or stockholder perceptions of an organization's accomplishments, agenda, or environmental responsibility.</li> <li>• Prepare or edit organizational publications, such as employee newsletters or stockholders' reports, for internal or external audiences.</li> <li>• Consult with advertising agencies or staff to arrange promotional campaigns in all types of media for products, organizations, or individuals.</li> </ul>

Outcome	Demonstrate critical thinking
Marketable Skills	<ul style="list-style-type: none"> <li>• Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.</li> <li>• Considering the relative costs and benefits of potential actions to choose the most appropriate one.</li> <li>• Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.</li> <li>• Observing, receiving, and otherwise obtaining information from all relevant sources.</li> <li>• Identifying the underlying principles, reasons, or facts of information by breaking down information or data into separate parts.</li> <li>• Analyzing information and evaluating results to choose the best solution and solve problems.</li> </ul>

<b>Outcome</b>	<b>Communicate effectively</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.</li> <li>• Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.</li> <li>• Understanding written sentences and paragraphs in work related documents.</li> </ul>

<b>Outcome</b>	<b>Practice personal and social responsibility</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.</li> <li>• Managing one's own time and the time of others.</li> </ul>

<b>Outcome</b>	<b>Demonstrate social, cultural, and global competencies</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Being aware of others' reactions and understanding why they react as they do.</li> </ul>

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

<b>Outcome</b>	<b>Work collaboratively</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Motivating, developing, and directing people as they work, identifying the best people for the job.</li> <li>• Bringing others together and trying to reconcile differences.</li> </ul>

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 “agricultural communications” 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
- Learning outcomes or skills required for programmatic accreditation