Texas A&M University

Marketable Skills

Program:	Turfgrass Science
Degree:	BS
Department:	Soil & Crop Sciences
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Outcome	Master the depth of knowledge required for a degree
Marketable	 Confer with clients, engineering personnel, or architects on landscape projects.
Skills	 Prepare site plans, specifications, or cost estimates for land development.
	 Analyze data on conditions such as site location, drainage, or structure location
	for environmental reports or landscaping plans.
	 Inspect landscape work to ensure compliance with specifications, evaluate
	quality of materials or work, or advise clients or construction personnel.
	 Create landscapes that minimize water consumption such as by incorporating
	drought-resistant grasses or indigenous plants.
	 Develop planting plans for clients to assist them to garden productively or
	achieve particular aesthetic effects.

Outcome	Demonstrate critical thinking
Marketable Skills	 Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions. Considering the relative costs and benefits of potential actions to choose the most appropriate one. Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems. Observing, receiving, and otherwise obtaining information from all relevant sources. Identifying the underlying principles, reasons, or facts of information by breaking down information or data into separate parts. Analyzing information and evaluating results to choose the best solution and solve problems.

Outcome	Communicate effectively
Marketable Skills	 Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar. 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.
	 Understanding written sentences and paragraphs in work related documents.

Outcome	Practice personal and social responsibility
Marketable	 Monitoring/Assessing performance of yourself, other individuals, or
Skills	organizations to make improvements or take corrective action.
	 Managing one's own time and the time of others.

Outcome	Demonstrate social, cultural, and global competencies
Marketable	Knowledge of principles and processes for providing customer and personal
Skills	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	 Understanding the implications of new information for both current and future
Skills	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	 Motivating, developing, and directing people as they work, identifying the best
Skills	people for the job.
	 Bringing others together and trying to reconcile differences.

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 "turfgrass science" 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