Texas A&M University   **Marketable Skills**

Program:	University Studies, Geographic Information Science and Technology
Degree:	BS
Department:	Geography
Contact Name:	David Cairns, Department Head
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Outcome	**Master the depth of knowledge required for a degree**
Marketable Skills	• Comprehend the theoretical basis underlying foundational technologies of Geographic Information Science and Technology (GIST). • Provide technical expertise in GIST to clients or users. • Perform computer programming, data analysis, or software development for GIST applications, including the maintenance of existing systems or research and development for future enhancements. • Collect, analyze, and interpret quantitative and qualitative data and draw inferences from them. • Comprehend the concepts on which analytical tools for spatial analysis are based.

Outcome	**Demonstrate critical thinking**
Marketable Skills	• Use analytical tools and concepts to interpret, represent, and solve geographic problems; • Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Outcome	**Communicate effectively**
Marketable Skills	• Produce data layers, maps, tables, or reports, using spatial analysis procedures or GIST equipment or systems. • Lead, train, or supervise technicians or related staff in the conduct of GIST analytical procedures. • Express geographic concepts in writing, speaking, and graphically to discipline-specific and general audiences.

Outcome	**Practice personal and social responsibility**
Marketable Skills	• Articulate the ethical responsibilities of a GIST professional and choose ethical courses of action in their work.

Outcome	**Demonstrate social, cultural, and global competencies**
Marketable Skills	• 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.

Outcome	Prepare to engage in life-long learning
Marketable Skills	• Keep up-to-date in developments in GIST equipment or systems through reading current literature, talking with colleagues, continuing education, or participation in professional organizations or conferences.

Outcome	Work collaboratively
Marketable Skills	• Provide technical expertise in GIST to clients or users.