

Texas A&M University

Marketable Skills

Program:	Community Health
Degree:	BS
Department:	Health & Kinesiology
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Outcome	Assess Needs, Resources and Capacity for Health Education/Promotion
Marketable Skills	<ul style="list-style-type: none"> • Plan assessment process for health education/promotion • Analyze relationships among behavioral, environmental, and other factors that influence health • Determine the need for health education/promotion based on assessment findings

Outcome	Plan Health Education/Promotion
Marketable Skills	<ul style="list-style-type: none"> • Develop well-written goals and SMART objectives • Develop a plan for the delivery of health education/promotion • Select or design strategies/interventions for changing health behaviors

Outcome	Implement Health Education/Promotion
Marketable Skills	<ul style="list-style-type: none"> • Implement health education/promotion plans • Coordinate logistics necessary to implement plan

Outcome	Conduct Evaluation Related to Health Education/Promotion
Marketable Skills	<ul style="list-style-type: none"> • Collect and manage data • Analyze data • Interpret results • Apply findings

Outcome	Administer Health Education/Promotion
Marketable Skills	<ul style="list-style-type: none"> • Gain acceptance and support for health education/promotion programs • Demonstrate leadership • Manage technology resources

Outcome	Serve as a Health Education/Promotion Resource Person
	<ul style="list-style-type: none"> • Obtain and disseminate health-related information • Train others to use health education/promotion skills • Provide advice and consultation on health education/promotion issues

Outcome	Communicate and Promote Health, Health Education/Promotion, and the Profession
	<ul style="list-style-type: none"> • Identify, develop, and deliver messages using a variety of communication strategies, methods, and techniques • Engage in advocacy for health and health education/promotion

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| | <ul style="list-style-type: none">• Promote the health education profession |
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