**Marketable Skills for Academic Degree Programs**

**Degree and Major: \_\_\_\_\_\_\_MA \_\_\_\_\_Communication\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

After completing the MA in Communication degree program at UT Tyler, the student can . . .

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| **Soft Skills:** | **Hard Skills:** | **Unique Features of Program (what separates UT Tyler’s program from others)** |
| * Collect, analyze, synthesize and interpret large amounts of qualitative and statistical data from multiple sources.
 | Use SPSS and other statistical packages to analyze, synthesize, and interpret large amounts of data. | * Career supports throughout the entire degree program.
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| * Critically analyze and evaluate messages using theory-based reasoning and various analytical techniques.
 |  | * Low student-faculty ratio
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| * Understand, evaluate, and adopt innovation, particularly in the media environment, determining which changes are meaningful and productive.
 |  | * A host of new faculty scholars with specializations in health communication, risk management, family communication, and mass media.
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| * Work effectively in teams.
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| * Exhibit a comprehensive understanding of communication as a complex social process focusing on both traditional forms of communication and new media.
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| * Adapt to unexpected situations through effective communication, leadership, teamwork, proper time management, and creative problem solving.
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| * Interpret, evaluate, and apply theoretical concepts in everyday practice.
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