**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. |
| * Critically analyze and evaluate messages using theory-based reasoning and various analytical techniques. |  | * Low student-faculty ratio |
| * 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. |
| * Work effectively in teams. |  |  |
| * Exhibit a comprehensive understanding of communication as a complex social process focusing on both traditional forms of communication and new media. |  |  |
| * Adapt to unexpected situations through effective communication, leadership, teamwork, proper time management, and creative problem solving. |  |  |
| * Interpret, evaluate, and apply theoretical concepts in everyday practice. |  |  |