**Marketable Skills for Academic Degree Programs**

**Degree and Major: \_\_\_\_\_\_\_BA/BS \_\_\_\_\_Mass Communication\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

After completing the BA/BS in Mass 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 data from multiple sources.
 | Use SPSS and other statistical packages to analyze, synthesize, and interpret data. | * Career supports throughout the entire degree program.
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| * Critically analyze and evaluate messages using various analytical techniques.
 | Develop written communication and visual communication for websites. | * 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.
 | Work with all types of news media. | * A host of new faculty scholars with specializations in health communication, risk management, family communication, and mass media.
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| * Actively participate in group activities and collaborate on simple-to-complex projects pertaining to the development of content.
 | Create written and visual content for all media platforms in the correct format, including broadcast, online, and print media. |  |
| * Exhibit an understanding of communication as a complex social process focusing on both traditional forms of communication and new media..
 | Use visual design to create artifacts for print, broadcast or online media using basic elements of design, image manipulation and graphic creation software. |  |
| * Adapt to unexpected situations through effective communication, leadership, teamwork, proper time management, and creative problem solving.
 | Generate ideas for creating media content in written, visual, and audio formats across different media platforms. |  |
| * Write in a fluent style using correct grammar, spelling and punctuation to produce various forms of writing.
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