

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 . . .

Soft Skills:	Hard Skills:	Unique Features of Program (what separates UT Tyler’s program from others)
<ul style="list-style-type: none"> • Collect, analyze, synthesize and interpret data from multiple sources. 	Use SPSS and other statistical packages to analyze, synthesize, and interpret data.	<ul style="list-style-type: none"> • Career supports throughout the entire degree program.
<ul style="list-style-type: none"> • Critically analyze and evaluate messages using various analytical techniques. 	Develop written communication and visual communication for websites.	<ul style="list-style-type: none"> • Low student-faculty ratio
<ul style="list-style-type: none"> • Understand, evaluate, and adopt innovation, particularly in the media environment, determining which changes are meaningful and productive. 	Work with all types of news media.	<ul style="list-style-type: none"> • A host of new faculty scholars with specializations in health communication, risk management, family communication, and mass media.
<ul style="list-style-type: none"> • 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.	
<ul style="list-style-type: none"> • 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.	
<ul style="list-style-type: none"> • 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.	
<ul style="list-style-type: none"> • Write in a fluent style using correct grammar, spelling and punctuation to produce various forms of writing. 		