

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 . . .

| Soft Skills: | Hard Skills: | Unique Features of Program (what separates UT Tyler's program from others) |
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| <ul style="list-style-type: none"> • 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. | <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 theory-based reasoning and various analytical techniques. | | <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. | | <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"> • Work effectively in teams. | | |
| <ul style="list-style-type: none"> • Exhibit a comprehensive understanding of communication as a complex social process focusing on both traditional forms of communication and new media. | | |
| <ul style="list-style-type: none"> • Adapt to unexpected situations through effective communication, leadership, teamwork, proper time management, and creative problem solving. | | |
| <ul style="list-style-type: none"> • Interpret, evaluate, and apply theoretical concepts in everyday practice. | | |