English BA Marketable Skills

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| **Degree** | **Subject Skills** | **Transferable and Marketable Skills** | **Possible Careers** |
| BA | Graduates of the program will be able to apply the rules of the English language | Critical thinking skillsEvaluation and analysis of complex texts Synthesis of complex informationDetail-oriented reading skills Cultural literacy and awareness Copy Editing | GovernmentJournalismAdvertising, Marketing, Management, and Public RelationsInternational Commerce and LogisticsLegal ProfessionEducationCreative Writing and EntertainmentPublishingTechnical Communications – Grant Writing, Corporate Communications, Human/Computer Interface, IT Writing |
|  | Graduates of the program will be able to identify literary devices and authors across genres and eras | Critical thinking skillsEvaluation and analysis of complex texts Synthesis of complex informationDetail-oriented reading skills Cultural literacy and awareness  | GovernmentJournalismAdvertising, Marketing, Management, and Public RelationsInternational Commerce and LogisticsLegal ProfessionEducationCreative Writing and Entertainment |
|  | Graduates of the program will be able to analyze a text through close reading | Critical thinking skillsEvaluation and analysis of complex texts Synthesis of complex informationDetail-oriented reading skills Cultural literacy and awareness Argumentation | GovernmentJournalismAdvertising, Marketing, Management, and Public RelationsInternational Commerce and LogisticsLegal ProfessionEducationCreative Writing and EntertainmentPublishingConsulting |
|  | Graduates of the program will be able to compose cogent argumentative essays | Critical thinking skillsWriting skillsEditing and proofreading skills Evaluation and analysis of complex texts Synthesis of complex informationOrganization & Time ManagementArgumentation | GovernmentJournalismAdvertising, Marketing, Management, and Public RelationsInternational Commerce and LogisticsLegal ProfessionEducationCreative Writing and EntertainmentPublishing Consulting |
|  | Graduates of the program will be able to employ literary research methodology | Critical thinking skillsWriting skillsCultural literacy and awareness Detail-oriented reading skillsEvaluation and analysis of complex textsSynthesis of complex information | GovernmentJournalismAdvertising, Marketing, Management, and Public RelationsInternational Commerce and LogisticsLegal ProfessionEducationCreative Writing and EntertainmentPublishingConsulting |
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| BA7-12 | Graduates of the program will be able to apply the rules of the English language | Critical thinking skillsEvaluation and analysis of complex texts Synthesis of complex informationDetail-oriented reading skills Cultural literacy and awareness  | GovernmentJournalismAdvertising, Marketing, Management, and Public RelationsInternational Commerce and LogisticsLegal ProfessionEducationCreative Writing and EntertainmentPublishingTechnical Communications – Grant Writing, Corporate Communications, Human/Computer Interface, IT Writing |
|  | Graduates of the program will be able to identify literary devices and authors across genres and eras | Critical thinking skillsEvaluation and analysis of complex texts Synthesis of complex informationDetail-oriented reading skills Cultural literacy and awareness  | GovernmentJournalismAdvertising, Marketing, Management, and Public RelationsInternational Commerce and LogisticsLegal ProfessionEducationCreative Writing and Entertainment |

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|  | Graduates of the program will be able to analyze a text through close reading | Critical thinking skillsEvaluation and analysis of complex texts Synthesis of complex informationDetail-oriented reading skills Cultural literacy and awareness Organization & Time Management | GovernmentJournalismAdvertising, Marketing, Management, and Public RelationsInternational Commerce and LogisticsLegal ProfessionEducationCreative Writing and EntertainmentPublishingConsulting |
|  | Graduates of the program will be able to compose cogent argumentative essays | Writing skillsEditing and proofreading skills Evaluation and analysis of complex texts Synthesis of complex informationDetail-oriented reading skills Cultural literacy and awareness ArgumentationOrganization & Time Management | GovernmentJournalismAdvertising, Marketing, Management, and Public RelationsInternational Commerce and LogisticsLegal ProfessionEducationCreative Writing and EntertainmentPublishing Consulting |
|  | Graduates of the program will be able to employ literary research methodology | Writing skillsEditing and proofreading skills Evaluation and analysis of complex texts Synthesis of complex informationOrganization & Time Management | GovernmentJournalismAdvertising, Marketing, Management, and Public RelationsInternational Commerce and LogisticsLegal ProfessionEducationCreative Writing and EntertainmentPublishingConsulting |
|  | Graduates of the program will be able to implement effective pedagogical practices | Critical thinking skillsWriting skillsCultural literacy and awareness Detail-oriented reading skillsEvaluation and analysis of complex textsSynthesis of complex information | GovernmentJournalismMarketing, Management, and Public RelationsInternational Commerce and LogisticsLegal ProfessionEducationCreative Writing and Entertainment |