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 skills  Evaluation and analysis of complex texts Synthesis of complex information  Detail-oriented reading skills Cultural literacy and awareness  Copy Editing | Government  Journalism  Advertising, Marketing, Management, and Public Relations  International Commerce and Logistics  Legal Profession  Education  Creative Writing and Entertainment  Publishing  Technical 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 skills  Evaluation and analysis of complex texts Synthesis of complex information  Detail-oriented reading skills Cultural literacy and awareness | Government  Journalism  Advertising, Marketing, Management, and Public Relations  International Commerce and Logistics  Legal Profession  Education  Creative Writing and Entertainment |
|  | Graduates of the program will be able to analyze a text through close reading | Critical thinking skills  Evaluation and analysis of complex texts Synthesis of complex information  Detail-oriented reading skills Cultural literacy and awareness Argumentation | Government  Journalism  Advertising, Marketing, Management, and Public Relations  International Commerce and Logistics  Legal Profession  Education  Creative Writing and Entertainment  Publishing  Consulting |
|  | Graduates of the program will be able to compose cogent argumentative essays | Critical thinking skills  Writing skills  Editing and proofreading skills Evaluation and analysis of complex texts Synthesis of complex information  Organization & Time Management  Argumentation | Government  Journalism  Advertising, Marketing, Management, and Public Relations  International Commerce and Logistics  Legal Profession  Education  Creative Writing and Entertainment  Publishing  Consulting |
|  | Graduates of the program will be able to employ literary research methodology | Critical thinking skills  Writing skills  Cultural literacy and awareness Detail-oriented reading skills  Evaluation and analysis of complex texts  Synthesis of complex information | Government  Journalism  Advertising, Marketing, Management, and Public Relations  International Commerce and Logistics  Legal Profession  Education  Creative Writing and Entertainment  Publishing  Consulting |
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| BA7-12 | Graduates of the program will be able to apply the rules of the English language | Critical thinking skills  Evaluation and analysis of complex texts Synthesis of complex information  Detail-oriented reading skills Cultural literacy and awareness | Government  Journalism  Advertising, Marketing, Management, and Public Relations  International Commerce and Logistics  Legal Profession  Education  Creative Writing and Entertainment  Publishing  Technical 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 skills  Evaluation and analysis of complex texts Synthesis of complex information  Detail-oriented reading skills  Cultural literacy and awareness | Government  Journalism  Advertising, Marketing, Management, and Public Relations  International Commerce and Logistics  Legal Profession  Education  Creative Writing and Entertainment |

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|  | Graduates of the program will be able to analyze a text through close reading | Critical thinking skills  Evaluation and analysis of complex texts Synthesis of complex information  Detail-oriented reading skills Cultural literacy and awareness Organization & Time Management | Government  Journalism  Advertising, Marketing, Management, and Public Relations  International Commerce and Logistics  Legal Profession  Education  Creative Writing and Entertainment  Publishing  Consulting |
|  | Graduates of the program will be able to compose cogent argumentative essays | Writing skills  Editing and proofreading skills Evaluation and analysis of complex texts Synthesis of complex information  Detail-oriented reading skills Cultural literacy and awareness Argumentation  Organization & Time Management | Government  Journalism  Advertising, Marketing, Management, and Public Relations  International Commerce and Logistics  Legal Profession  Education  Creative Writing and Entertainment  Publishing  Consulting |
|  | Graduates of the program will be able to employ literary research methodology | Writing skills  Editing and proofreading skills Evaluation and analysis of complex texts Synthesis of complex information  Organization & Time Management | Government  Journalism  Advertising, Marketing, Management, and Public Relations  International Commerce and Logistics  Legal Profession  Education  Creative Writing and Entertainment  Publishing  Consulting |
|  | Graduates of the program will be able to implement effective pedagogical practices | Critical thinking skills  Writing skills  Cultural literacy and awareness Detail-oriented reading skills  Evaluation and analysis of complex texts  Synthesis of complex information | Government  Journalism  Marketing, Management, and Public Relations  International Commerce and Logistics  Legal Profession  Education  Creative Writing and Entertainment |