

# UNDERGRADUATE CERTIFICATE IN PROFESSIONAL AND PUBLIC WRITING

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**Web Site:** <https://twu.edu/english-rhetoric-spanish/undergraduate-program/>

## Marketable Skills

Marketable skills prepare students for success in a variety of professional settings. Developed through academic coursework, co-curricular engagement, and extracurricular involvement, these skills include communication, critical thinking, teamwork, ethical reasoning, adaptability, and digital literacy. Whether directly related to a student's major or serving as complementary strengths, marketable skills enhance career readiness and reflect TWU's commitment to producing graduates who are prepared to thrive in today's dynamic workforce.

1. Communicate effectively to diverse audiences using a range of media and technology.
2. Organize, synthesize, and evaluate the credibility of information, such as, but not limited to, a range of academic and non-academic sources, and use this knowledge to make ethical decisions.
3. Apply effective research strategies to inform argument-driven projects.
4. Compose technical and professional writing to meet industry standards.