

# BACHELOR OF ARTS IN ENGLISH (WRITING AND RHETORIC)

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

## Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/theccb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

- a. Communicate effectively to diverse audiences using a range of media and technology.
- b. 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.
- c. Use effective research strategies to inform argument-driven projects.