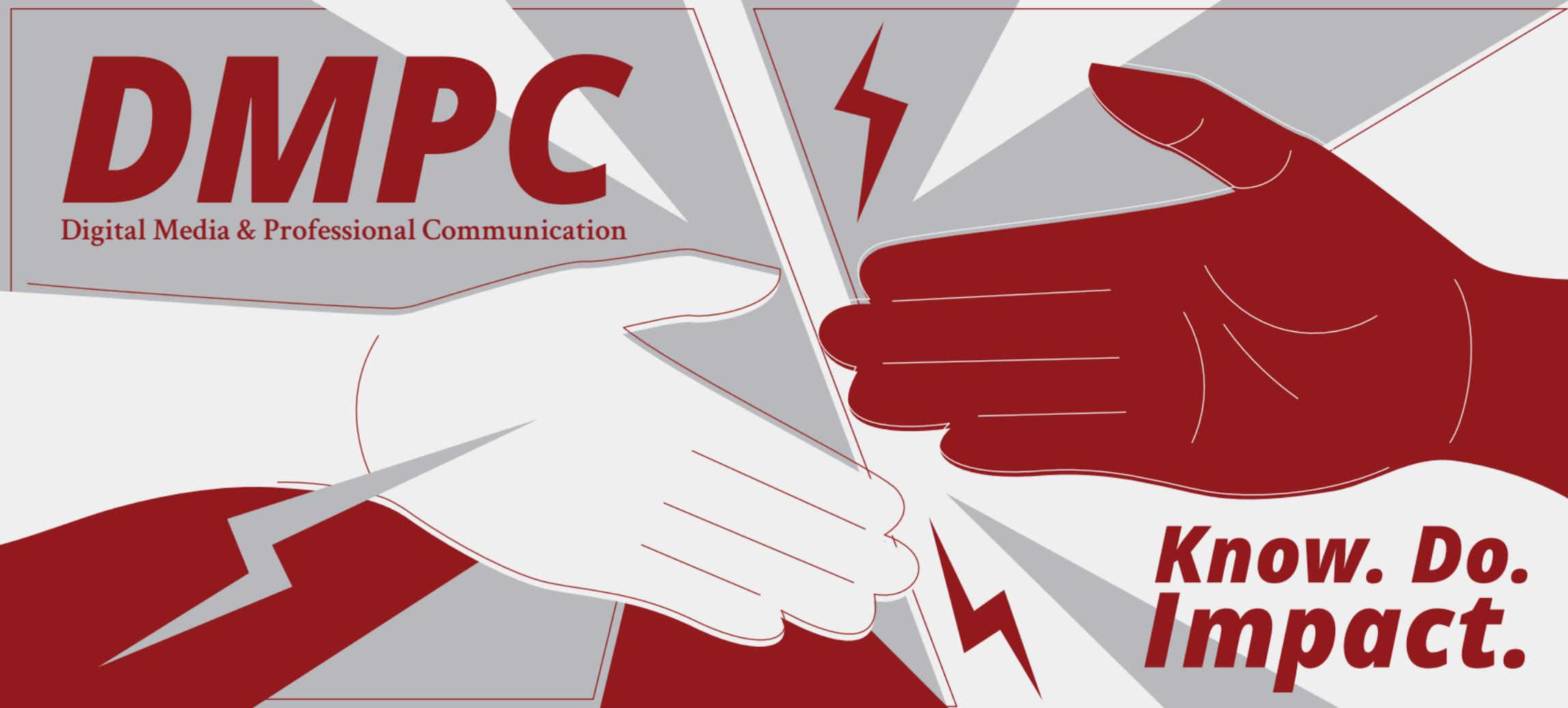


# **DMPPC**

Digital Media & Professional Communication



***Know. Do.  
Impact.***

**The Bachelor of Arts in Digital Media & Professional Communication degree** will provide undergraduate students with an educational program designed to prepare them with marketable skills for careers in the dynamic industries of media and communication and complementary skill sets for jobs in other industries seeking media and communication professionals.

This 120-hour degree program is designed specifically to help graduates develop **marketable “applied” and “soft” skills** sought by media and communication industries but also dozens of other industries seeking graduates who are outstanding **communicators, critical thinkers, ethical problem solvers, and flexible learners.**

Graduates of this program will be trained to navigate through the **intercultural and multicultural issues of a global society.**

By the end of the program, graduates should have acquired the following educational objectives:

- **understand the processes of communication**
- **analyze audiences**
- **apply knowledge to solve problems facing media and communication industries, companies, and audiences**

Contact Information:

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**Know. Do. Impact.**



TEXAS TECH UNIVERSITY  
College of Media  
& Communication