Bachelor of Arts in Technical Communication
A degree with infinite possibilities.
INFINITE POSSIBILITIES
The Bachelor of Arts in Technical Communication combines a perfect mix of liberal arts education and intensive training in the principles and practices of technical communication, including multimedia and print.

This unique degree program provides opportunities to build on your writing talent and English language skills while exploring subjects you liked best in school—biology, chemistry, foreign language, physics, geometry, geology, design, computer science, photography, or journalism.

WHAT IS TECHNICAL COMMUNICATION?
Technical Communication is the work of professional teams to convey usable technical information through writing, speech, and other mediums to a specific audience. Technical communicators often work in teams to create documents for paper, video, and the Internet. Deliverables include online help, user manuals, policy manuals, process and procedure manuals, training, business papers and reports.

www.english.ttu.edu/tcr/batc
WORK IN THE INDUSTRY OF YOUR CHOICE

BATC majors need knowledge in a subject matter area when they graduate: medicine, finance, manufacturing, science, and so on. Some students use elective courses, or a double major, to help them learn a subject matter: many use their required, 18-21-hour minor. Subject-matter courses often help a BATC major shape a career path.

Can’t decide between analytical and creative? You don’t have to. Technical communication is the best of both worlds. Learn to research and synthesize science and technology and find creative ways to communicate with target audiences via a multitude of media: print, video, Web, podcasts, and more.

PUT YOUR MINOR TO WORK FOR YOU

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<thead>
<tr>
<th>Job</th>
<th>Minor</th>
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<tbody>
<tr>
<td>Scientific Journal Editor/Writer</td>
<td>Chemistry, Atmospheric Science,</td>
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<tr>
<td>Engineering Journal Editor/Writer</td>
<td>Bioengineering</td>
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<td>Product Information Developer</td>
<td>Mechanical Engineering,</td>
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<td>Help System Developer</td>
<td>Computer Science,</td>
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<tr>
<td>Web Developer</td>
<td>Interior Design</td>
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<tr>
<td>Financial Report Writer/Editor</td>
<td>Financial Planning, General Business,</td>
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<td>Corporate Communications Manager</td>
<td>Communication Studies</td>
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<tr>
<td>Marketing Communication Specialist</td>
<td>Retailing, Advertising, Marketing</td>
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HONE YOUR SKILLS

• Technological literacy
• Problem solving
• Critical thinking
• Organization

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SERVE THE PUBLIC SECTOR
Dream of making your mark on the world?

How about a career working with agencies such as the Centers for Disease Control, Department of Defense, or Federal Bureau of Prisons. Technical communicators develop strong language and interpersonal skills to produce documentation for some of the smartest people in the world: physicians, scientists, and international experts. Be a grant writer for a nonprofit or develop new media for a public school system.

Writing; drawing; programming; creating manuals, brochures, Web pages, and other multimedia – any medium can be used for technical communication, and technical communicators use them all.

DEVELOP NEW SKILLS
• Use cutting edge technologies
• Collaborate in virtual teams
• Research new media and theory
• Learn a broad range of software

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OPPORTUNITIES IN MEDICINE AND HEALTH CARE

Interested in a field with good pay, a strong job market with the probability of continued growth, and plenty of opportunities to learn new things?

Work side by side with scientists, physicians, and researchers to find creative ways to communicate advances in medicine, biotechnology, and healthcare.

Predictions for health-care industry 2002-2012*

16% of new wage and salary jobs; 10 of the 20 fastest growing occupations will be in health services.

*U.S. Department of Labor.

TYPES OF WORK. (freelance or full-time)

• Marketing communications for the pharmaceutical industry
• Video and podcast production for telemedicine
• Instructional curriculum for public health professionals
• Documentation for medical/scientific software
• Architecture and content development for online health information systems
• Scientific and medical journalism

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A HISTORY OF EXCELLENCE
Our program is one of the largest in the country with 16 full-time faculty. Since 1976, we have continued a tradition of excellence that has made technical communication one of the most interesting and challenging degrees offered by Texas Tech.

ONE DEGREE, TWO OPTIONS.
Professional Communication (PC)
• Develop a flexible repertoire of skills and communication strategies. The PC track prepares students for jobs in industry or the public sector.

Scientific Communication (SC)
• Immerse yourself in your favorite science. The SC track provides a solid foundation in science or medicine.

Simply, SC majors take more math and science courses, while PC majors take more design and multimedia courses.

DEFINE YOUR OWN EXPERIENCE
With more than 70 approved minors, tailor your degree so electives, minor, and internship all integrate and align with your career goals.

JOBS IN ALMOST EVERY INDUSTRY
Be prepared for a multitude of career possibilities as science writers, technical editors, analysts, Web developers, information architects, or usability experts in a variety of areas such as publishing, sales and marketing, government, health care, science and biotechnology, information technology, and manufacturing.

MOVE ON TO GRADUATE STUDIES
After completing undergraduate work in Technical Communication, you will be prepared for graduate studies in our master’s and doctoral programs. The Technical Communication program offers both a Masters and a Ph. D in Technical Communication, in both onsite and online formats.

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The Technical Communication major also prepares you to take advantage of opportunities at Texas Tech’s School of Law, Rawls College of Business, or the Medical School/Health Sciences Center.

WORLD CLASS FACULTY
The 16 professors in our faculty bring years of industry experience to the classroom. They publish books and articles on web design, Internet writing, new media, medical writing, and online communities. Our department is the home of the editor of Technical Communication Quarterly. The faculty is active as leaders in professional organizations like the Society for Technical Communication, The Association of Teachers of Technical Writing, and the Institute of Electrical and Electronics Engineers.

WIDE RANGE OF COURSES
The technical communication faculty teaches courses in:

- Web Design
- Editing
- Document Design
- Usability Testing
- Interaction Design
- Technical Communication Style
- Workplace Writing
- Instructional Material Development

…and other courses where technology and creativity meet.

To complete your major requirements, you will get to work in an Internship Program and complete a Professional Development course that will ready you for your career.

LEARN IN STYLE
Completed in 2002, our $48 million, state-of-the-art building includes computerized classrooms, Wi-Fi, and usability and multimedia labs where students learn the latest in software and digital technology.

MAKE PROFESSIONAL CONNECTIONS
The Technical Communication program grows leaders through an award-winning Student Chapter of the Society for Technical Communication. Established in 1985, the TTU STC Student Chapter puts you in touch with over 25,000 professional technical communicators world wide.
HOW TO APPLY
For more information and to apply for the program, contact the Technical Communication Advisor
742-2500 x237 or visit www.english.ttu.edu/tcr/batc

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