Why Study Marketing?

Marketing is crucial in the exchange process to create, communicate and deliver value to customers. Through service and project-based learning, the Area of Marketing equips graduates with the multi-faceted skills needed to assume dynamic roles and achieve success in industry. Our award-winning faculty members — which have work published in the top journals in the field — are subject matter experts in consumer behavior, marketing strategy, sales management and supply chain management.

Marketing graduates are successfully placed in a number of industries and work for companies such as Bell Helicopter, Black and Decker, Cintas, ConocoPhilips, E. & J. Gallo, and more. The Area of Marketing takes pride in excellence in teaching and has been awarded the Texas Tech University Departmental Excellence in Teaching Award. Additionally, faculty members from the Area of Marketing have been awarded the Chancellor's Excellence in Teaching Award — the highest teaching award offered at Texas Tech — three times, which is more than any other department across campus.

A Wealth of Opportunities Await

- **Study Abroad**
  The Jerry S. Rawls College of Business Administration created the International Business Education Resource Center to assist business students to explore, dream, and discover themselves and the world through studying abroad. The main goal of the IB Center is to facilitate student success by developing job skills and life skills through International experience giving them a competitive edge in the growing job market. The sooner students contact the center the better. Visit them in the Business Administration building in room 172 or online at www.ib.ba.ttu.edu/

  Study abroad scholarships are available to students who apply. From competitive scholarships worth up to $2,000 for semester programs to general scholarships based on need up to $5,000 for undergraduates, scholarships can keep your study abroad experience in your budget.

  For more information and how to apply, visit [https://ttu-sa.terradotta.com](https://ttu-sa.terradotta.com)

- **Graduate Education**
  The Rawls College of Business MBA programs are designed to give students a more in-depth understanding of the business world, and prepare them for successful careers as leaders, managers, executives and innovators in their chosen field. With an MBA from the Rawls College, you gain:
  - Enhanced analytical skills
  - Advanced skills and knowledge in core business fields
  - Awareness and sensitivity to ethical issues in business
  - An understanding of international and cross-cultural environments
  The capacity to perform effectively in groups

Why Study in the College of Business at Texas Tech?

Whether your goal is Wall Street, non-profit management, or something in between, you’ll get the experience you need to succeed at Texas Tech University's Jerry S. Rawls College of Business Administration. Our student centered faculty and fully accredited programs give you the strong foundation all business students need. Traditional programs in accounting, finance, marketing, and management ensure you're up to the challenges you'll meet every day. Our specialized programs in international business, management information systems, and energy commerce plus our dual programs with architecture, agriculture, foreign languages, law, medicine, and environmental toxicology can put you at the forefront of new opportunities.

Research Initiatives

The Marketing Physiological and Neurological Imaging Laboratory was established in August 2010. Primarily research in PANIL uses functional near infrared spectroscopy, EMG, eye tracking, continuous blood pressure and other physiological responses to address research questions. Other types of experiments are also conducted in PANIL that do not involve physical measures. The lab provides research training for undergraduate, Master's, and Ph.D. students supervised by Dr. Shannon Rinaldo, Assistant Professor of Marketing. For more information for marketing students, visit: [http://www.depts.ttu.edu/rawlsbusiness/about/marketing/index.php](http://www.depts.ttu.edu/rawlsbusiness/about/marketing/index.php)

- **Rawls Organizations**
  Get involved on campus with one of the Rawls many student organizations, professional and service affiliated.
  - Alpha Kappa Psi Business Fraternity
  - Beta Gamma Sigma
  - Delta Sigma Pi Business Fraternity
  - Phi Sigma Beta Service Organization
  - Multicultural Student Business Association, and more!
  Visit the sites for all at: [http://www.depts.ttu.edu/rawlsbusiness/about/studentorgs](http://www.depts.ttu.edu/rawlsbusiness/about/studentorgs)

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Texas Common Course Number System (TCCNS)
The Texas Common Course Numbering System (TCCNS) aids students in the transfer of general academic courses between Texas public colleges and universities throughout the state. Course recommendations in this transfer guide are expressed in TCCNS designations.

Applying Transfer Hours to a Four-year Degree

- The Transfer Evaluation Office in the Office of the Registrar at Texas Tech determines which courses taken at another institution may be accepted for credit.

- A maximum of 66 semester credit hours from two-year institutions may be applied toward the baccalaureate degree at four-year institutions. Although, all credit hours presented on the sending institution's transcripts will be evaluated and equivalent college level courses posted to the student's academic record.

- The academic associate dean of the Texas Tech college in which a student enrolls has authority for determining which courses will be applied toward the specific degree program chosen.

- Students must earn a grade of C or better for all courses fulfilling requirements in majors, minors, or specialization's.

For more information on transfer course equivalencies, access the Texas Tech Transfer Equivalency Guidebooks:
https://www.depts.ttu.edu/registrar/private/transfer/

Steps to Apply:

- **Admission Requirements**
  Application from applytexas.org
  $60 application fee or fee waiver (student must provide information supporting fee waiver; for more specifics on what qualifies for waiver, visit the admissions site here: http://www.admissions.ttu.edu/index.php/application-fee/)

  Official college transcripts from ALL previous colleges attended*

  Transcripts may be sent by mail to:
  Undergraduate Admissions
  Box 45005
  Lubbock TX 79409

  Electronic transcripts may be sent directly to TTU Admissions via document exchange from the sending institution (contact institution for more details)

Transfer Admissions Counselors:

Zach Fisher — West Texas Transfer Admissions Counselor.
Office Location:
Undergraduate Admissions, West Hall
Lubbock, TX
Phone: 806.834.2104
Email: zach.fisher@ttu.edu

Maryellen Baeza — Manager of Transfer Recruitment
Office Location:
Undergraduate Admissions, West Hall
Lubbock, TX
Phone: 806.742.1480
Email: Maryellen.baesa@ttu.edu

Assured Admissions:
If you present the required combination of transferable hours and GPA (as described below), you will meet assured admissions. GPA is cumulative for all transferable coursework from all schools attended. Courses taken for grade replacement are used for GPA calculation only if the same course is repeated at the same institution where it was originally taken.

<table>
<thead>
<tr>
<th>Transferable Hours</th>
<th>GPA Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-23 hours</td>
<td>2.50 cumulative</td>
</tr>
<tr>
<td>24 hours or more</td>
<td>2.25 cumulative</td>
</tr>
</tbody>
</table>

Admission Review
If you do not meet assured admission requirements but have at least a 2.00 cumulative GPA, an admissions committee will evaluate you potential based on other criteria:

- **Academics** — Types of courses taken and pattern of progress, as well as coursework taken leading toward a major
- **Student-submitted essay** — Explanation of the decision to transfer to Texas Tech, reasons for past academic performance and plans to ensure future academic success
- **Extracurricular activities/employment information** — Leadership and work experience, special talents or awards, or any other information relevant to the admission decision

For more information, visit the admissions website: http://www.admissions.ttu.edu/