**Why Study Public Relations?**

Public relations (PR) is about how organizations communicate with their publics to create and strengthen relationships. Regardless of the goal you’re pursuing, the industry you’re interested in, or where you want to work, there are opportunities for a career in public relations. The Department of Public Relations at Texas Tech University can help you prepare by providing you with skills that can be applied in a variety of careers in PR and beyond.

Dynamic and engaging classes emphasize how to build and manage relationships with your publics; strategic campaign planning; integrating traditional, digital, online and social media; persuasive communication techniques, including writing, graphic design and content creation; advanced social media monitoring and analytics; global communication; and a variety of courses on specific PR topics.

**A Wealth of Opportunities Await**

- **Undergraduate Research**
  The Center for Communication Research, Convergent Media Resource Center, and the Institute for Hispanic and International Communication all promote research in several different areas.

- **Study Abroad**
  The College of Media & Communication requires a foreign language credit that can be completed by enrolling in an intensive language program. TTU has Centers abroad in Seville, Spain and Queltrup, Germany, where students may earn credits while learning to communicate effectively in a foreign language. 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 College of Media & Communication Graduate Program at Texas Tech University offers a doctoral program and three master's degree programs. The programs are grounded in theory and expose students to a variety of different methodologies, approaches, and practical experience. Our goal is to prepare students for careers as educators, researchers, and/or communication professionals in multiple industries.

Students looking to further their academic study and build upon their professional skills may look to one of Texas Tech’s Master of Arts programs in mass communication or communication studies. Students may focus their studies into one four concentrations: Advertising, Electronic Media, Journalism, or Public Relations.

- **Student Publications**
  Take advantage of one of many student-lead publications here at Texas Tech! Students with learn to create and produce their ideas in a variety of online venues in a positive and productive manner. From radio, to online reviews of games and the newest movies, there is a publication out there for you! For more information and list of student publications, please see the website here: [http://www.depts.ttu.edu/comc/](http://www.depts.ttu.edu/comc/) And look under “The College” (Far Left) for “Student Publications”

- **Scholarship Opportunities**
  The College of Media & Communication offers a variety of undergraduate scholarships. Students must complete an undergraduate scholarship application. Completion of the scholarship application qualifies a student for consideration for all appropriate scholarships. Applicants must be enrolled full time in the College of Media & Communication for both the fall and spring semesters in the academic year for which the scholarship is given.

- **Mass Communications Career Center**
  What’s your dream career? Whether you want to be a Fashion Magazine Editor, Music Producer, or Social Media Guru, the Career Center in the College of Media & Communication will discuss internships and job placement to get you on the track to the career of your choice. Meet with a career counselor to discuss job placement, resume building, career counseling and more!

**Why Study in the College of Media & Communication?**

The College of Mass Communications is one of the largest mass communications undergraduate programs in the United States. Texas Tech is recognized as a leader among the nation’s elite mass communications programs with an undergraduate curriculum that emphasizes a broad-based communications education that prepares students for rapid changes in information/communications industries. The college seeks to prepare students to become leaders in their respective professions. Our courses provide students with the opportunity to think critically and to communicate effectively.
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*

  *Student must submit an official high school and ACT/SAT scores if you have completed less than 12 transferrable hours

  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.baeza@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 your 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/