Why Study Advertising?

The Advertising program gives students the training and background to enter and become leaders in advertising communications. Students gain an understanding of the creative and business-related aspects of advertising, including copy-writing, sales, production, creative strategy, design and layout, media planning and research.

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.

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
  Feel the need to work in an international firm. Study Abroad offers students an opportunity to learn a foreign language while studying in a foreign country. Talk to your advisor for more information.

- Graduate Education
  The College of Mass Communications offers both the Masters of Arts and the Doctor of Philosophy degrees. Students seeking admission to the graduate program should consult the college’s associate dean of graduate studies before enrolling in any courses.

- Professional Career
  The Career Center, designed specifically for Mass Communications Students, is a resource for internship and job assistance, career counseling, resume and portfolio development plus a variety of other career related topics.

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.

- 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.

- 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.

For more information on transfer course equivalencies, access the Texas Tech Transfer Equivalency Guidebooks:
http://www.depts.ttu.edu/Registrar/TEO/teo_printableEquivalencyGuidebooks.asp
Optimum Course Sequencing Plan:

### Advertising

**Catalog:** 2011-2012  
**College:** College of Mass Communications  
**Department:** Advertising  
**Degree:** Bachelor of Arts

- GPA for Admission to TTU: 12-23 hours = 2.50 cumulative  
- GPA Needed to Declare Major: 2.75 cumulative  
- Minimum Hours for Degree: 120 semester credit hours

### Questions?
Contact Texas Tech academic advisors at the Office of Community College & Transfer Relations (cctr@ttu.edu)

### Deadlines
2. Feb 1 - Complete scholarship application online at www.scholarships.ttu.edu/scholarship.
4. After you receive your admit letter, watch for an email invitation to Red Raider Orientation and register to attend.

### Summer

**Attend Red Raider Orientation**

**BEGIN THIRD YEAR AT TEXAS TECH**

From here, it’s possible.