

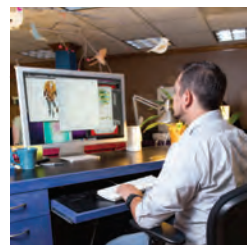


TEXAS TECH UNIVERSITY

College of Media & Communication™

advertising

The advertising program in the College of Media & Communication develops leaders in advertising communications. Our students gain an understanding of the creative and strategy-related aspects of advertising, including copy writing, sales, graphic production, creative strategy, and media planning. We also host industry professionals who speak to students about internships and advertising careers.



electronic media and communications

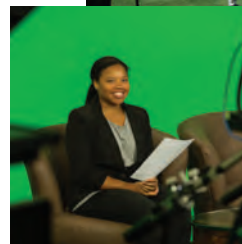
The electronic media and communications program, also known as EMC, prepares students for leadership positions in the creation, distribution, sales and management of content for electronic media and digitally based visual media industries. The program is designed to train storytellers proficient in convergent media forms who can create, analyze, and compete in diverse U.S. and global media marketplaces. Faculty teach specific learning objectives that provide a strong foundation in the areas of video production and editing; multimedia development; writing for electronic media, such as television and film; photocommunications; sales; diversity; and management.

Our graduates find success in small and large media markets at companies, including global technology firms, Hollywood production companies, and local production studios. Our faculty want students who are willing to use critical thinking skills to study the dynamic electronic media environment, create unique and thought-provoking electronic media content, and learn about the social, technological, economic, political and cultural consequences of using electronic media.

journalism

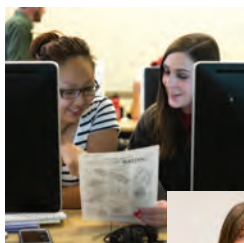
It's difficult to imagine a more exciting time to be a journalist. Media companies that struggled during the recession of 2008-09 are emerging stronger and more nimble than before, while new media organizations are springing up at the click of a mouse. News entrepreneurs flourish under new business models not even dreamed of a decade ago – with names like “Ebyline,” “ProPublica,” and “Texas Tribune.” All are providing new opportunities for serious journalists and critical information for the millions of people who rely on responsible reporting every day in order to make crucial decisions affecting their enterprises and their lives.

New technologies are redefining the way we work, communicate, and interact with one another, and Texas Tech journalism has been leading the way, teaching and practicing multi-platform / multi-media skills for more than a decade, built on a solid foundation of time-honored, traditional journalism.



media strategies

With a media strategies degree, students will be equipped with a sound media and communication foundation and a uniquely tailored upper division educational tract which can propel them toward success in most any industry they may wish to pursue. With its entrepreneurial focus, coupled with training that cuts across disciplines, a media strategies degree from Texas Tech University will lead students to forge their own careers with the confidence that they understand the role that the media play in the world today. The College of Media & Communication is preparing media strategies students to envision and create the jobs of tomorrow that may not yet exist today.

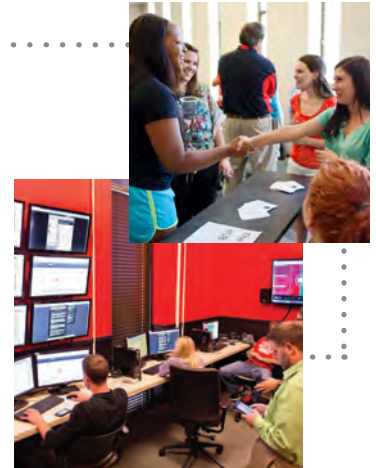


public relations

Widely recognized as one of the fastest growing career fields worldwide, public relations has become the most popular program in the College of Media & Communication. The curriculum develops students' critical thinking, written communication and oral communication skills.

Coursework emphasizes the history of the field, legal and ethical challenges, globalization and diversity, the role of traditional and new media in public relations practice, persuasive communication, relationship management, and strategic planning.

Graduates will be prepared for technical and managerial roles in public relations firms, corporate communication, and media relations. Special topics courses enhance students' understanding of the public relations function as it relates to nonprofit organizations, sport communication, government relations and other practice areas.



..... learning community



The Media & Communication Learning Community provides a unique living environment supporting the academic, personal, and professional success of students in the College of Media & Communication.

Students have opportunities to:

- Connect with other students enrolled in the College of Media & Communication
- Enjoy in-hall events designed specifically for your personal and academic needs
- Explore career options
- Form study groups
- Live in an intellectually stimulating environment
- See your professors in-hall for study sessions, guest lectures, or faculty/student meals
- Get connected with valuable resources on campus

Events and activities may include:

- Networking events with college faculty, staff and student organizations
- Attending in-hall academic advising
- Participating in community service projects
- Listening to a variety of sporting events with your learning community
- A wide range of social events, including ice cream socials and game nights
- Trips to visit local media outlets including the Lubbock Avalanche Journal

Connect with us: fb.com/TTUMCLC

For more information, go to housing.ttu.edu/learningcommunities

fast track to reduced tuition

- If you win a scholarship of \$1,000 or more, you automatically qualify for in-state tuition at Texas Tech University.
**Note: Student may have to reapply each year for specific scholarships.*
- In 2012, the College of Media & Communication at Texas Tech University gave \$323,104 in scholarships to 146 students enrolled in the college.
- Residents of counties or parishes adjacent to Texas can apply to receive reduced tuition through the Border County Tuition Waiver program.

services

- Academic Advising
www.depts.ttu.edu/comc/students/advising/index.php
- Career Center
www.depts.ttu.edu/comc/programs/career.php
- Scholarships
www.depts.ttu.edu/comc/programs/scholarships.php

organizations

Association for Women in Communications
Dean's Student Council
Double T Insider
The HUB@TTU
Kappa Tau Alpha
The Outpost
Pi Delta Alpha
Society of Professional Journalists
Student Ambassadors
Tech Advertising Federation
Texas Tech Association of Student Electronic Media
Tech Graduate Society
Tech PR