



Research assistants utilize state-of-the-art equipment in the Center for Communication Research.



Susan Prosoco

### Application Process

- Visit [www.mcom.ttu.edu](http://www.mcom.ttu.edu) and click Graduate Program > Apply Now.
- On the ApplyTexas Application be certain to select “mass communication” not “communication studies.”
- Submit two letters of recommendation.
- The Graduate Record Exam (GRE) is not required for any applicant with an undergraduate GPA over 3.0.
- Applications are processed upon receipt.

### Master's Program Degree Tracks

- The thesis track prepares students for in-depth studies in theory and research as well provides the foundation for the pursuit of a Ph.D. degree.
- The general professional track allows students to develop additional professional skills across a variety of media fields.
- The sports media track assists students in obtaining jobs in the fast-growing sports entertainment industry.

### Testimonial

Susan Prosoco completed a research internship with the Houston Astros for her final project. She said the College of Media & Communication 30-hour program was ideal because it provided rich course options over a short time frame.

"By condensing material and having opportunities to learn hands-on skills in the classroom every week, I've been able to expand my capabilities in digital media, creative advertising and product branding. My work as an intern with the Houston Astros in the Ballpark Entertainment Department has only built upon these abilities. Everyday I make marketing decisions based on the concepts I learned while in the classroom at Texas Tech."

— Susan Prosoco

Coy Callison, Ph.D.  
 Associate Dean for Graduate Studies  
 Texas Tech University  
 College of Media & Communication  
 Room 158  
[coy.callison@ttu.edu](mailto:coy.callison@ttu.edu)  
[www.depts.ttu.edu/comc/graduate/](http://www.depts.ttu.edu/comc/graduate/)



### | The 30-Hour Master's Program |

"The master's degree is the new bachelor's degree, in my opinion, no matter what field you are in. It used to be where a bachelor's degree was enough—not so much anymore."

— Brittany Campbell

"The median income for those with a graduate degree in mass communications is \$12,000 more annually than those with only a bachelor's degree."

— What's It Worth?:  
 The Economic Value of College Majors



### Testimonial

Recent graduate Justin Eatherly, Community Relations & Development Director at the Salvation Army Lubbock, said he believes the 30-hour master's program is a great step for anyone seeking to gain professional knowledge in media and communication while receiving a post-graduate degree in less than two years.

"The 30-hour M.A. program provided me with the experience and knowledge to successfully perform in a professional setting. I was able to receive my degree within one year and find a great job shortly after graduating. The people you meet in the program are great for networking and finding jobs after graduating. The classes were taught by instructors with professional experience, which better prepared me for the trials of the professional world."

—Justin Eatherly

### Funding Options

- Tuition and fees are approximately \$3,500 for nine hours (in state).
- Scholarships are available to top applicants.
- Graduate assistant positions are available.

### Courses

- Strategic Communication Processes
- Cases in Strategic Communication
- Digital Media Production
- The Business of Sports Media and Marketing
- Studies in International Communication
- Mass Media Research
- Mass Communication Theory
- Health Communication/Media Psychology
- Media Relations in Sports

### Final Project

A final project is ideal for making contacts in the industry and results in an excellent portfolio piece to use in interviews, commonly leading to job opportunities.

Examples of recent final projects and research internships

- Study on Local Media Coverage of Health Issues
- Internship with the College Baseball Hall of Fame
- Internship Overseeing the American Red Cross Holiday Mail Campaign
- Study on How Foreign Aid Influences Media and Democracy
- Internship at Turner Broadcasting Promoting Programming
- Study on Medical Staff and Students' Usage of Social Media
- Internship at the Valero Alamo Bowl
- Internship Overseeing Dallas Mavericks Farm Team Social Media
- South Plains College Sports Internship

*Students produce The Double T Insider, a weekly sports television broadcast.*



*Funded students are supplied private office space in the newly renovated Media & Communication Building.*

### Benefits

- Graduate education teaches you how to strategically employ skills learned at the undergraduate level.
- Garner more interviews; stand out from the crowd.
- Give yourself credentials to obtain promotions.
- Classmates make for strong contacts in the industry.

### Program Facts

- Graduate tuition costs the same as undergraduate tuition at Texas Tech University.
- The college offers more scholarships per student at the master's level than the bachelor's level.
- Nine hours per semester is considered full-time. Taking 12 hours is possible.
- There are opportunities to serve as a teaching or research assistant.
- Students can complete an internship for course credit.
- Students can begin coursework in any semester.
- Students can take six hours of graduate classes in their last undergraduate semester.
- While enrolled in a graduate program, student loan payments are deferred.