



TEXAS TECH UNIVERSITY

College of Media & Communication™

Graduate Student Handbook

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Associate Dean for Graduate Studies

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WELCOME

Welcome to those of you who are just entering a graduate program in the College of Media & Communication at Texas Tech University, and welcome back to those of you who are returning. This handbook is designed to describe the graduate programs in the College and to answer questions we anticipate you may have.

Students should stay alert for program and policy changes. If this document does not answer all your questions, please do not hesitate to talk to the any of the graduate program administrators listed below or to your faculty advisor.

Again, welcome to the College of Media & Communication. We wish you a productive and successful academic career.

Sincerely,

A handwritten signature in black ink that reads "Coy Callison". The signature is written in a cursive style with a large, stylized initial "C".

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ADMISSIONS

All graduate students must be accepted for study by both the Graduate School at Texas Tech University and the appropriate graduate program within the College of Media & Communication.

Applicants should submit the following to the Graduate School:

- A graduate application available on the College of Media & Communication website
- Official transcripts of all previous undergraduate and graduate (if any) work
- Current scores for the Graduate Record Examination

Students applying to the Masters of Arts in Mass Communication or the online Masters of Arts in Strategic Communication & Innovation need only submit GRE scores if their undergraduate GPA is lower than 3.0).

International students applying to any graduate program must provide GRE scores.

Admission to a graduate program in the College of Media & Communication is based on a holistic assessment of the student's promise for success in graduate-level work in media and communication. Materials reviewed include:

- A personal statement
- 2-3 letters of recommendation
- GPA
- GRE scores (if required)
- International students must submit TOEFL scores of at least 550 (75 on the modified TOEFL)

GPA and GRE scores neither ensure admission nor automatically disqualify an applicant.

Evidence of language skills is particularly important because these skills are essential to success in any communications program.

Master's Program Applicants

In addition to materials submitted to the Graduate School, applicants for the M.A. program should submit the following to the College of Media & Communication:

- Master of Arts Student Application form available on the College of Media & Communication website
- Written personal statement
- A description of academic and professional experiences in media and communication
- Written samples of academic or professional work in media and communication
- Letters of recommendation from two people who can attest to your ability to succeed in graduate work

All applications are made online. Hard copies should not be submitted.

Students who would like an appointment as a graduate assistant or who seek financial assistance should submit their applications at least six months prior to the date they plan to begin classes.

Doctoral Program Applicants

In addition to materials submitted to the Graduate School, applicants for the Ph.D. program should submit the following to the College of Media & Communication:

- Doctor of Philosophy Student Application form available on the College of Media & Communication website
- Written personal statement
- A description of your academic and professional experiences in media and communication
- Written samples of academic or professional work in media and communication
- Letters of recommendation from three professors attesting to your ability to succeed in doctoral-level work

All applications are made online. Hard copies should not be submitted.

Students who would like to serve as a graduate part-time instructor or who seek financial assistance should submit their applications at least six months prior to the date they plan to begin classes. Early application does improve the student's chances for approval.

Applicants who have submitted all required material by March 1 will be notified of admission decisions by the first week of April.

Students who are most likely to succeed in our doctoral program will submit GRE scores above the 70th percentile and GPAs of 3.4 or higher and will present evidence of professional experience or extensive internships in media and communication.

Change of Status

Students who are currently enrolled in the Master of Arts in Mass Communications or the Master of Arts in Communication Studies programs at Texas Tech University must apply in order to transfer to the doctoral program. The admission standards for the doctoral program are more stringent than for the master's programs, and not all master's students will be admitted to the doctoral program. All other students must apply for admission to the doctoral program as a new student.

TRANSFER CREDIT & LEVELING

Transfer Credit

Graduate course work at other universities or in Texas Tech University programs outside the College of Media & Communication may be applied to requirements for graduate degrees in the college subject to the following restrictions:

1. All transfer work must be approved by the Associate Dean for Graduate Studies. Evaluation of transfer work will be based on the similarity of courses to those offered in the College of Media & Communication.
2. For master's programs, no more than six hours from outside the College of Media & Communication may be applied to a master's program in the college. In some exceptional situations, and only with the approval of the graduate school and the college, nine hours may be transferred.
3. For doctoral programs, transfer credit is not common. In the rare instance that transfer credit is allowed, no more than 12 hours of coursework beyond the master's degree and outside of Texas Tech University may be transferred.
4. Only courses in which the student received a grade of B or higher may be considered for transfer credit.

Leveling Work

Students who do not hold a baccalaureate or master's degree in media and communication or a related field (e.g., public relations, advertising, journalism) may be required to complete undergraduate leveling work. This leveling coursework does not reduce the credit hour requirements in any graduate curriculum.

SCHOLARSHIPS

We strongly encourage students to complete the Free Application for Student Aid (FAFSA) at least six months before beginning their studies (<https://fafsa.ed.gov>). Students who have completed this form and qualify for work study are eligible for assistantships and aid for which other students may not qualify. For additional information about financial aid, please see the Texas Tech Student Financial Aid website: <http://www.depts.ttu.edu/financialaid/>

Applications for most scholarships are due December 1 of each year for the following academic year. Applications for some scholarships awarded by the College of Media & Communication must be received at least six months prior to the date you will begin coursework.

Scholarship awards of at least \$1,000 annually will waive out-of-state tuition rates for domestic students (but will not waive fees). Students with this waiver are permitted to pay in-state rates. Students must enroll in 9 hours per semester to qualify for most scholarships. A \$1,000 scholarship can be split into awards of \$500 per semester over two semesters.

Scholarships awarded during the spring for the following school year are applied to the student's accounts prior to any Student Business Services payment due date.

Scholarships awarded during the semester are usually applied within 2-3 business days.

The current graduate student in-state and out-of-state tuition rates as well as a tuition calculator are available on the Student Business Services website:

<http://www.depts.ttu.edu/studentbusinessservices/feeInfo/tuitiongrids.php>

ASSISTANTSHIPS

Graduate assistantships are intended for superior students in good academic standing. These assistantships involve a variety of duties including, but not limited to: serving as an instructor of record, assisting faculty with specific courses, and assisting faculty with research projects.

Students with assistantships are expected to work 20 hours per week for the College of Media & Communication, are required to be full-time students, and may not hold any other employment.

An assistantship (teaching assistant, research assistant, or graduate assistant) that is at least 20 hours per week provides a student both the out-of-state tuition waiver and some fee waivers.

Master's Student Graduate Assistants

Master's student graduate assistants generally assist with class administration—such as maintaining attendance records—or assist with faculty research projects. It is also possible that a master's student graduate assistant may be assigned to instruct lab sections. GAs are typically not assigned as instructors of record. GAs may be assigned to provide assistance to more than one faculty member.

Based on their academic and work performance master's student graduate assistants may be reappointed for up to four academic terms.

GAs receive a partial fee waiver funded by the university, not by the College of Media & Communication. This waiver includes a waiver of out-of-state tuition and the waiver of most student fees.

Doctoral Student Graduate Assistants

Graduate Part-Time Instructors (GPTI) are typically assigned as instructors of record in a course and assist with faculty research. Assignments are based on student qualifications and college needs. They may be assigned to teach two class sections in a semester but will most often be assigned to teach one section and to also provide research assistance to a faculty member. During the first semester, a GPTI without prior relevant professional or teaching experience is usually assigned to teach two lab sections under the supervision of a lead faculty instructor.

Usually, only doctoral students with 18 or more completed graduate hours in media and communication are qualified to serve as GPTIs, and only GPTIs may serve as instructors of record for academic courses. Students without these 18 requisite hours may be assigned to teach lab sections.

Based on their academic and work performance, doctoral student graduate assistants may be reappointed for up to six regular semesters. Summer appointments and assistance during this period are not guaranteed and are contingent on available funding.

GPTIs receive a full waiver of student education fees during the terms of employment. They may also be eligible for health insurance through the university. Visit <https://ttu.myahpcare.com/> for more information.

General Policies

The following general policies apply to all graduate students on assistantship, regardless of whether they are master's or doctoral students.

Enrollment Requirements. All GAs and GPTIs must be full-time students and may not enroll in more coursework than will permit them to dedicate appropriate time and attention to their duties as GAs or GPTIs. Students must complete a total of 24 credit hours during the fall, spring and summer terms of the year of appointment. During the fall and spring terms minimum enrollment is 9 hours of graduate credit and maximum enrollment is 12 hours of graduate credit. During summer terms maximum enrollment is 9 hours of graduate credit (this maximum applies to the total credit for both summer sessions).

Some limited exceptions to these minimums may be possible during the final term of a student's graduate program and some limited exceptions to the maximums may be possible under extraordinary circumstances. Such exceptions can only be granted with the consent of the Associate Dean for Graduate Studies.

Graduate students needing to temporarily withdraw from the university should inform the Associate Dean for Graduate Studies and consult the resources available on the Office of the Registrar's website:

http://www.depts.ttu.edu/registrar/withdrawal_information.php

Duration of Assistantship. GAs and GPTIs are typically hired in the fall for one academic year or in the summer or spring for one academic term. Renewal of their employment is contingent on their maintaining good academic standing and the quality of their performance in assigned duties. As used in this policy, good academic standing means that the student is neither on academic probation nor enrollment abeyance (see p. 34 for more information regarding probation and abeyance).

Summer Appointments. Summer appointments **are not guaranteed** and are contingent on the graduate student's past performance, funding availability, and the needs of the college.

Outside Employment. GAs and GPTIs may not have any other paid employment during the terms in which they are employed by the College of Media & Communication.

Work Commitment. Except for GPTIs who are instructors of record, GAs must work 20 hours each week. GAs may be required to submit a time report at the end of each week to the Associate Dean for Graduate Studies.

During weeks of university holidays the time commitment from GAs and GPTIs is reduced in a ratio to the number of days of official holiday.

The work obligation of GAs and GPTIs begins with the “faculty on duty” day the week preceding the first week of classes each semester and continues through the last day of the final examination period (GAs) or through the day final grades are submitted (GPTIs).

Obligation to Faculty Supervisor. During the week prior to the beginning of classes, GAs and GPTIs must meet with the faculty members who will be supervising their assistantship. The purpose of these meetings is to establish assignments and expectations. Because it is the obligation of the GA or GPTI to meet these assignments and expectations he or she is advised to establish a clear understanding of the assignment and to request the faculty member to provide a written description of the assignment.

For GPTIs who will serve as instructor of record, their faculty supervisor is the department chair responsible for the subject course. GPTIs teaching CoMC core courses should report to the Associate Dean for Undergraduate Affairs. Lab TAs should report to the supervising faculty member who serves as the instructor of record for the main lecture section to which their lab is attached.

Absenteeism. Graduate students are employed by the college. As such, their faculty supervisor does not have the authority to grant them a leave of absence or reduce their workload. Students who will be away from their duties (regardless of whether those duties are related to teaching, research, administrative, etc.) must inform the Office of Graduate Studies. Excessive absenteeism may jeopardize a graduate student’s funding status.

Insurance Benefits. This benefit is not funded by the College of Media & Communication. TTU requires international students who are serving as GAs or GPTIs to show proof of insurance. Please refer to TTU OPs 64.11 and 70.05 for more information regarding graduate student eligibility for group insurance benefits. Student health insurance plans are also available through the university; visit <https://ttu.myahpcare.com/> for more information.

Non-immigrant students must maintain insurance through the university. More information is available at:

<https://www.depts.ttu.edu/international/iss/f1/healthinsinfo.php>

TRAVEL ASSISTANCE

Typically, the College of Media & Communication does not have money allocated for graduate student travel.

However, when such funds are available, graduate students who present research papers at academic conferences may apply for travel support. Usually such funding is only available for a paper's first author and only for one presenter. Funding for such requests will not cover all travel expenses and is limited by availability of funds.

Priority for allocation of limited funds will be given to doctoral students.

In order to process requests for graduate student travel assistance, all requests must be received by the Associate Dean for Graduate Studies 60 days prior to the planned travel or by the last day of the academic term preceding the term in which the student will be traveling, whichever date is earliest.

Except in extraordinary situations travel assistance is not available for international travel.

Students who submit papers for consideration for presentation at academic conferences are advised to contact the Associate Dean for Graduate Studies for information about travel assistance availability and procedures at the time they submit the paper for consideration. Students who wait to apply for travel assistance until after their paper is accepted risk not receiving assistance.

Note that many conferences offer opportunities for graduate students to apply for travel funding. In addition, the Texas Tech University Graduate School also offers travel funding to graduate students. Additional information is available at:

<https://www.depts.ttu.edu/gradschool/financial/travel.php>

COLLEGE EMPLOYMENT

Graduate students serving as graduate assistants, teaching assistants, research assistants, or GPTIs are employees of the College of Media & Communication. As such, they must adhere to the following guidelines regarding the new hire process.

New Hire Process

New positions usually begin in the fall with a payroll start date of Sept. 1. New hires must pass a background check and drug test before the remaining new hire paperwork can be completed (I-9, W-4, etc.).

The college budget analyst will send new hires the background check form via email. The background check can take up to 10 business days to process so it is important to start this process no later than August 1. The drug test must be completed within 10 days of hire.

Once the new hire is physically on campus, the graduate student completes the new hire packet which includes the I-9, presenting the necessary documentation for verifying their I-9 (social security card, driver's license, visa, etc.).

Fee Waivers

Fee waivers are applied to a student's account once Student Business Services is able to verify that the student has an appointment.

New students need to be on campus to complete their new hire packet at least one week prior to the Student Business Services payment deadline. The college budget analyst works with each new student to inform them about these deadlines. In situations when a student will not be on campus until after the payment due date, they are advised to sign up for a SBS payment plan.

Payroll

All graduate student appointments are paid monthly. Monthly payroll is on the first business day of each month for the pay period of the prior month (e.g., September stipends are paid October 1).

A 9-month appointment for fall and spring runs from September 1 to May 31. The fall semester runs from Sept. 1 to January 15; the spring semester runs from January 16 to May 31.

The 3-month summer appointment runs from June 1 to August 31. Summer I is June 1 to July 15; Summer II is July 16 to August 31. The pay for each summer session is divided over the 1.5-month period.

Important Contacts

Tamara Ginter
College Budget Analyst
(806) 834-3116
tamara.ginter@ttu.edu

Stephanie West
Lead Account Processor
(806) 834-4182
s.west@ttu.edu

MASTER OF ARTS IN COMMUNICATION STUDIES

Overview

The Master of Arts degree in Communication Studies is a two-year program that requires 36 hours of coursework. Students will take four core courses (12 credit hours) along with either 18 elective hours (thesis path) or 21 elective hours (portfolio, publishable papers, and comprehensive examination paths). Additional details about each of the degree completion options are provided below.

Additional information about the M.A. in Communication Studies is available online:

<https://www.depts.ttu.edu/comc/graduate/coms/>

Core Courses

- COMS 5310 – Graduate Studies in COMS (3)
- One Theory Course, choose from the following Theory courses (3):
 - COMS 5300 – Communication Theory
 - COMS 5306 – Theories of Rhetoric
- One Methods Course, choose from the following Methods courses (3):
 - COMS 5301 – Qualitative Research Methods in Communication
 - COMS 5305 – Quantitative Research Methods in Communication
 - COMS 5307 – Historical Critical Research Methods in Communication
- COMS 6307 – Seminar in Instructional Communication (3)

Electives

Students may choose from any of the Department of Communication MA elective courses to fulfill the remaining 18 (thesis path) or 21 (portfolio, publishable papers, or comprehensive examination paths) hours. Students may take up to six hours of electives toward their degree outside of Communication Studies without official approval. Any outside electives beyond this require the approval of a student's graduate advisor. Elective hours may contribute to a minor (6-9 hours in one department).

The Office of Graduate Studies occasionally offers graduate electives through college study abroad programs. Contact the Associate Dean for Graduate Studies for more information.

Degree Completion Options

Graduate students in the Communication Studies MA program must generate a final project following one of the four pathways listed below. Each student should identify and formally invite a faculty member to chair their committee. The chair will assist the student in forming a committee in the second semester of his or her studies in the MA program. At that point, students

will file a “Program for the Master’s Degree and Admission to Candidacy” (i.e., a Tentative Degree Plan/TDP) form with the COMS graduate advisor. Students must complete this by the end of your second semester and in order to be approved to take COMS 6000 and 7000 courses. The following are the four options for degree completion:

- a. Thesis
- b. Publishable Paper
- c. Praxis Portfolio
- d. Comprehensive Examination

a. Thesis

This should be a significant scholarly work that can either be original research or an update to an earlier published study—it is not expected to be absolutely original. Nevertheless, there needs to be a clear body of work or data that is analyzed through an acceptable methodology and helps to affirm, reject, or extend work that may have been published earlier.

- A well-written extended essay that generates an argument about a specific topic related to the field.
- This well-researched extended study that includes a literature review, overview of the methodology and how others have used it, analysis of the data, and a conclusion that includes findings and implications for the field and future research. Thesis arrangements and forms must adhere to the standards appropriate for the research question(s), methodology, and targeted academic audience.

Standards. A successful thesis will display the following characteristics:

- Defined by the committee and current standards in the field that apply to the particular research questions, area of study, chosen “method,” and ethical considerations.

Graduate students completing the thesis option will take the four core courses (12 hours), eighteen hours electives, and six thesis hours (COMS 6000) of coursework for a total of 36 hours.

b. Publishable Papers

Under this option, students will research and prepare two academic papers the committee deems suitable for submission to one or more journals in the field. The papers should be targeted toward specific peer-reviewed publications ranking at the level of 3 or higher, or as approved by the committee. The goal of this option is to encourage MA students who may want to go on to the PhD to complete two sustained projects that result in possible publication. This is not to be considered a reduction from the rigor of a thesis but a practical way to assist our students to achieve publications that promote their scholarship. Each paper must adhere to the word/page length as determined by the targeted journal(s) and be deemed academically rigorous by the MA committee.

Standards. The successful papers will display the following characteristics:

- Well-written and revised prose with length appropriate to the proposed publication venue.
- A clear explanation of theoretical and/or methodological approaches.
- Analysis worthy of publication in the targeted outlet
- Precise and correct use of a bibliographical citation style appropriate to the publication venue.
- At least one of the two pieces should be solo-authored
- The second essay should be co-authored with at least one of the committee members.
- This option should at least meet, if not exceed, the thesis option.

Graduate students completing the publishable papers option will take the four core courses (12 hours), twenty-one elective hours, and three independent research hours (COMS 7000) of coursework for a total of 36 hours. The three hours of COMS 7000 should be assigned a title accordingly and taken in the last semester of their program.

c. **Praxis Portfolio**

The praxis project portfolio is a collection of materials connected to a project in communication studies for a specific client and a specific need. Examples include, but are not limited to, a professional consultation with a group or agency, a communication resource (such as a website or mobile application) for actual people to use, or a training workshop that culminates in pedagogical materials that might be employed again. The project must be conducted while the student is in the MA program in Communication Studies. The project must be significantly revised and extended for submission if it arose from work done in courses or if it involved collaborative authorship.

The portfolio must be introduced with an essay that describes the work, including the student's contributions to any collaborative element; contextualizes the work in scholarship, research, and theory in the field of Communication Studies; and argues for how it fulfills the Communication Studies MA program outcomes.

Standards. A successful portfolio will display the following characteristics:

- A well-written essay containing a convincing argument for how the portfolio fulfills program outcomes.
- 3–6 artifacts from the project, with clear descriptions of their role and significance.
- A clear contextualization of the portfolio within the scholarship of the field.
- A statement describing how the project artifacts were revised or extended and what the author's role was in any collaboration.

Graduate students completing the portfolio option will take the four core courses (12 hours), twenty-one elective hours, and three independent research hours (COMS 7000) of coursework for a total of 36 hours. The three hours of COMS 7000 should be assigned a title accordingly and taken in the last semester of their program.

d. Comprehensive Examination

The MA exam will consist of at least two departmental, preferably three total faculty members who will submit questions covering theory/method and areas of interest. The number of written hours will be at the discretion of the faculty members with final approval from the committee chair. The committee chair and student will determine how the hours will be split among the questions. Students will meet with each committee member to discuss the comprehensive exam. These meetings will take place no later than two weeks before the written portion of the exam is scheduled.

A minimum of three of these hours must cover a core competency, which draws from one or more of the four core courses required by the COMS MA program (Theory: 5300 & 5306; Research: 5301, 5305, & 5307; Graduate Studies in COMS: 5310; Instructional Communication: 6307). The exam will be at least 9 hours long but not longer than fifteen. Preference is for a 12-hour/4 question, exam to be taken at home or in a supervised place of testing—as each faculty member deems acceptable and appropriate. Exams must be completed during a one-week duration.

After the written portion, the committee will provide input on whether the student is ready to defend his or her answers during an oral exam. If the student does not pass the written portion, he or she has one more opportunity to rewrite or revise before the committee reexamines his or her answers as per graduate school or University protocol. Upon approval from the committee, the oral exam will be scheduled two weeks from the time of the written exam. If the student does not pass the oral exam, one of the following might occur: The student is asked to rewrite some, or all, of the written exam before scheduling a second oral exam or the student will be asked to schedule a second oral exam. At the discretion of the committee, students who do not pass their first oral exam may petition to retake the oral exam portion of the comprehensive exam. The student is responsible for making sure he or she schedules the written and oral exam are compliant with Graduate School deadlines.

Standards. A successful exam will display the following characteristics:

- A well-written and demonstrated competency in the COMS content areas
- Ability to orally discuss and defend any omitted content on the written portion of the exam

Graduate students completing the comprehensive examination option will take the four core courses (12 hours), twenty-one elective hours, and three independent research hours (COMS 7000) of coursework for a total of 36 hours. The three hours of COMS 7000 should be assigned a title accordingly and taken in the last semester of their program.

Proposal Process for All Projects (excluding the exam option)

By the end of that semester, the student should submit to his or her committee a proposal that describes the project and justifies it to the satisfaction of the committee. The committee must approve the formal project proposal before the student can commence work—this usually takes

the form of an oral, face-to-face proposal meeting between the student and the committee members.

Standards:

- Recommend each committee be comprised of 3 members (1 Chair, 2 committee members, and at least two members from COMS)
- Written materials submitted to the committee chair, approved, and then submitted to the committee members at least one week before the desired meeting.

Defense Process for All Projects (including the comprehensive exam option)

It is expected that each student defends his or her work orally to his or her committee members. This should be completed in a timely manner in order to meet TTU deadlines for thesis and comprehensive examination defense completions.

Standards:

- Completed materials given to and approved by the thesis chair
- Completed MA exams are to be returned to the chair and the individual committee member.
- Electronic and/or hard copy of the completed project given to the committee members at least two weeks before the requested oral defense date.
- Oral defense scheduled with the approval of the chair.
- Students are recommended to include a note near the beginning of each finalized project (other than the MA exam) that explains the extent of collaboration between the student and the faculty members on the committee.

Thesis track students and their thesis directors are advised to familiarize themselves with the thesis guidelines and deadlines established by the TTU Graduate School:

<http://www.depts.ttu.edu/gradschool/academic/ThesesDissertation.php>

MASTER OF ARTS IN MASS COMMUNICATIONS

Overview

A Master of Arts in Mass Communications prepares a student either for further academic study in media and communication or provides additional professional experience and skills for those who wish to advance their careers in media and communication.

Students enrolled in the Master of Arts in Mass Communications program may focus their studies in advertising, electronic media, journalism, or public relations. However, the program is designed to provide students with broad coverage of all areas of media and communication.

There are three tracks in the program:

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

Typically, the thesis option is selected by those who are preparing for advanced academic study. The non-thesis options are chosen by those seeking further professional development in media or sport communication. However, all three tracks will prepare a student for both further academic study and for professional advancement.

One of the primary distinctions between the thesis and non-thesis options is the nature of the student's capstone project—a traditional master's thesis project for the thesis track or a non-thesis, applied research project (the Master's Report) for the professional and sports media tracks.

Additional information about the M.A. in Mass Communications is available online:

<https://www.depts.ttu.edu/comc/graduate/ma/>

Curriculum

All tracks in the Master of Arts in Mass Communication program require 30 credit hours of course work. All non-thesis students will complete a final comprehensive evaluation in the form of a capstone project (MCOM 6050 Master's Report).

Thesis Track

Thesis track required classes are:

- 3 hours of MCOM 5364 Research Methods
- 3 hours of MCOM 5366 Seminar in Mass Communication Theory
- 3 hours of MCOM 5374 Data Analysis
- 15 hours of college elective courses (can be in ADV, COMS, JEM, MCOM, or PR).
 - Students may take up to six hours of graduate coursework outside of the college in place of up to six hours of college elective courses with approval of the Associate Dean for Graduate Studies.
 - Thesis track students may take a maximum of 6 hours of independent study coursework.
- 6 hours of MCOM 6000 Thesis

Professional Track

Professional track required classes are:

- 3 hours of MCOM 5364 Research Methods
- 3 hours of MCOM 5366 Seminar in Mass Communication Theory
- 21 hours of College Elective Course (can be in ADV, COMS, JEM, MCOM, or PR).
 - Three hours of MCOM 5370 Internship credit is possible under the college elective course category. This credit requires a minimum of 160 internship hours as well as weekly reports and a formal final evaluation. Internships can be combined with MCOM 6050 for a total of 6 hours of credit if the internship has a minimum of 300 hours and the MCOM 6050 project and internship overlap.
 - Students may take up to six hours of graduate coursework outside of the college in place of up to six hours of college elective courses with approval of Associate Dean for Graduate Studies.
 - Professional track students may take a maximum of 6 hours of independent study coursework.
- 3 hours of MCOM 6050 Master's Report

Sports Media Track

Sports media required classes are:

- 3 hours of MCOM 5364 Research Methods
- 3 hours of MCOM 5366 Seminar in Mass Communication Theory
- 3 hours of MCOM 6330 Seminar in Media and Sport
- 6 hours of approved college elective courses in Sports Media (course numbers and prefixes may vary; can be in ADV, COMS, JEM, MCOM, or PR)
- 9 hours of additional college elective courses, including additional college sports media courses if desired (can be in ADV, COMS, JEM, MCOM, or PR).
 - Students may take up to six hours of graduate coursework outside of the college in place of up to six hours of college elective courses.
 - Sports media track students may take a maximum of 6 hours of independent study coursework.
- 3 hours of MCOM 5370 Internship. Sports track students must complete their MCOM 5370 Internship by working in an approved sport communication setting. This credit requires a minimum of 160 internship hours as well as weekly reports and a formal final evaluation. Internships can be combined with MCOM 6050 for a total of six hours of credit if the internship has a minimum of 300 hours and the MCOM 6050 project and internship overlap.
- 3 hours of MCOM 6050 Master's Report. Sports track students' MCOM 6050 Master's Report project must be focused on sports media and communication.

Capstone Projects

Non-Thesis Master's Report

All non-thesis professional and sports track graduate students will complete a final comprehensive evaluation in the form of a capstone project. The course will:

- be taken in the student's final semester,
- use the current MCOM 6050 designation,
- be listed under a graduate faculty member who agrees to supervise the project,
- require students to complete an applied research project, and
- require students to orally present the project to the graduate faculty.

Professional track students project must focus on an opportunity, problem, or phenomenon that is grounded in media and communication.

Sports track students' projects must focus on an opportunity, problem, or phenomenon that is rooted in sports media and communication.

In all cases, the MCOM 6050 Master's Report is intended to be an applied research project. It is not intended to be a thesis project; however, it is expected that it will meet the same criteria for rigor.

See Appendix A for a copy of the Master's Report Guidelines.

Thesis Project

Master's students in a thesis program, in consultation with the Associate Dean for Graduate Studies, must select a committee to assist and evaluate the student's research and thesis production. The committee must include a thesis director and at least one additional committee member all of whom must be members of the graduate faculty in the College of Media & Communication. At the discretion of the student, one additional member of the committee may be selected from the graduate faculty of Texas Tech University.

The thesis director and student are responsible for establishing deadlines and component tasks for the creation of the thesis. Students are advised to submit and committees are advised to collectively evaluate a thesis proposal that describes the research question or hypothesis, literature, and methodology for the thesis. This proposal defense should occur during, or prior to, the semester before the semester in which the student plans to defend the thesis.

Thesis track students and their thesis directors are advised to familiarize themselves with the thesis guidelines and deadlines established by the TTU Graduate School:

<http://www.depts.ttu.edu/gradschool/academic/ThesesDissertation.php>

MASTER OF ARTS IN STRATEGIC COMMUNICATION & INNOVATION

Overview

This 30-hour (10 course) program is comprised of seven required courses and three electives as indicated below. The courses are focused on skills and information that are critical to successful strategic communicators in today's global environment.

All courses are taught online using an asynchronous course management system, meaning students do not need to be online at a set time. Courses have deadlines for assignments, but asynchronous courses do not require scheduling times to meet "in class." Much of each class takes place on discussion boards. Discussion board postings can be a significant part of a student's final grade. However, this is based on the quality of each post, not the quantity of posts. Each post should add new information or a new perspective to the discussion. Students also may be asked to serve as weekly discussion leaders in their classes.

In addition to individual reading and writing assignments, instructors may require students to work as individuals or in groups on various projects. Assignments and required books, software and other materials vary by course and instructor. Students should expect to spend 10 hours per week on readings, discussion questions and other assignments in each class. Contact information for faculty is included in each course syllabus.

Additional information about the M.A. in Strategic Communication & Innovation is available online:

<https://www.depts.ttu.edu/comc/graduate/onlinemasters/>

Curriculum

Required classes include:

- 3 hours of MCOM 5364 Research Methods
- 3 hours of MCOM 5366 Seminar in Mass Communication Theory
- 3 hours of MCOM 5310 Strategic Communication Planning & Writing
- 3 hours of MCOM 5312 Media Management, Entrepreneurship & Consulting
- 3 hours of MCOM 5314 Strategic Communication in a Global Environment
- 3 hours of MCOM 5316 Communication in Organizations
- 9 hours of electives (3 courses) selected from:

- MCOM 5318 Advanced Social Media Practice
 - MCOM 5321 Production of Digital Media Content
 - MCOM 5322 Multimedia Story Telling
 - MCOM 5324 Audience/Data Analysis & Reporting
 - MCOM 5334 Interpersonal Communication
 - MCOM 5332 Special Topics in Strategic Communication
- 3 hours of MCOM 6050 Master's Report

Capstone Project

All students in the Master of Arts in Strategic Communication & Innovation program will complete a capstone project while enrolled in MCOM 6050 Master's Report. This applied research project will demonstrate a graduate-level mastery of research methods and theory. This project should be completed in the last semester of the student's graduate program. It should be noted that the research report is not meant to be a thesis. It generally will be more applied and pragmatic.

The final project serves as a capstone opportunity for each graduate student to expand his/her skills and gain new insights into the field of media and communication. These projects require students demonstrate mastery of concepts from all of their graduate coursework. Students will be expected to apply media and communication-relevant skills, theory, and research within applied contexts.

See Appendix A for a copy of the Master's Report Guidelines.

DOCTOR OF PHILOSOPHY IN MEDIA & COMMUNICATION

Overview

The Doctor of Philosophy in Media and Communication at Texas Tech focuses on the integration of different approaches to the study of media and communication. A person with a Doctor of Philosophy is a steward of the discipline. He or she is responsible for the creation and transfer of knowledge. The Ph.D. qualifies people to conduct independent research and thereby to contribute to the creation of new knowledge in the field. It is also usually a qualification for a university professorial position. It also prepares graduates for applied research positions in the professional practice.

The specific goals of doctoral study are:

- Broad knowledge of the research, literature, models, and practices in all fields of media and communication.
- The ability to conceptualize, conduct and report original research contributing to the creation of knowledge in media and communication.
- The ability to transmit knowledge about media and communication through teaching to students and media and communication practitioners.

Additional information about the Doctor of Philosophy in Media & Communication is available online:

<https://www.depts.ttu.edu/comc/graduate/phd/>

Residency Requirement

The graduate faculty in the College of Media & Communication considers participation in an academic environment and the exchange of ideas between scholars an important part of a doctoral education.

For the doctoral program in the College of Media & Communication, the residency requirement is fulfilled by the completion of 24-hours of course work over a 15-month period.

Curriculum

Completion of the doctoral degree requires 87 hours of graduate study beyond the baccalaureate degree or 60 hours beyond the Master of Arts degree, including 12 hours dedicated to a traditional research-based dissertation.

For students who begin their doctoral studies immediately after the bachelor's degree, the program requires a minimum of 87 hours—75 hours of coursework and 12 hours of dissertation work.

For those students who already have a master's degree in media and communication (or a graduate degree approved by the Associate Dean for Graduate Studies) the program requires a minimum of 60 hours—48 hours of coursework and 12 hours of dissertation work.

Doctoral students may not substitute courses for those required for the Ph.D. (e.g., a research methods course from another university may not substitute for a CoMC research methods course). Students who enter the doctoral program from a College of Media & Communication master's program will not be required to retake courses that were passed previously with a grade of B or better.

Doctoral students are required to take the following courses:

- 1 hour of MCOM 5160 Proseminar in Mass Communication
- 3 hours of MCOM 5364 Quantitative Research Methods
- 3 hours of COMS/MCOM Qualitative Research Methods (course prefix and number varies)
- 3 hours of MCOM 5366 Seminar in Mass Communication Theory
- 3 hours of MCOM 5374 Data Analysis
- 3 hours of MCOM 6366 Advanced Mass Communication Theory
- 3 hours of an advanced data analysis from either outside or inside the college (can be quantitative or qualitative focused)
- 3 hours of MCOM 6364 Selected Research Methods. This is a topic-specific research methods course that rotates every semester: survey, experiment, content analysis, historical, cultural/critical, etc.
- 26 hours of elective coursework. These hours are to be completed in courses outside of the College (representing a cognate area) and electives within the College.
 - 6 to 15 hours need be taken outside of the college. At least 6 hours from outside of the college must be able to represent a cognate area to be defined by the student in consultation with their advisor and with approval from the Associate Dean for Graduate Studies.

- 9 to 18 hours must be completed by taking elective courses within the college. Up to 12 elective hours can be acquired through independent study credits assigned by research faculty.
- 12 hours (minimum) of dissertation coursework

Qualifying Exams

All doctoral students must pass a qualifying examination—sometimes called a comprehensive examination—after completing all required non-dissertation coursework with a grade of B or higher. The qualifying exams include a written portion and an oral defense of the written answers to questions in the following areas:

- media and communication theories,
- research methods,
- the student's major area, and
- the student's cognate area.

All four questions will be created and graded by the student's examining committee.

Qualifying Exam Committee

Each doctoral student will form his or her qualifying examination committee with the approval of the Associate Dean for Graduate Studies. Each committee will comprise a chair, two members of the graduate faculty in the College of Media & Communication, and one graduate faculty member from the student's cognate area. The committee chair must be approved to direct doctoral dissertations. No faculty member is obligated to serve on any particular committee.

Scheduling Written Qualifying Exam

In order for a student to take the qualifying examination, he or she must notify the Associate Dean for Graduate Studies in writing of his or her intent to take the examination by the last class day of the semester preceding the date the examination is to be taken.

No student may sit for the doctoral qualifying exam or the research competency exam without a completed and approved degree plan.

Each question area is scheduled for four hours. Students must complete all sections of the exam within a seven-day period.

Qualifying Exam Oral Defense

An oral defense is mandatory for qualifying exams. No more than 30 days after the written portion of the doctoral comprehensive examination is completed, the committee and student will meet for an oral defense. The examining committee chair is responsible

for inviting all members of the graduate faculty in the College of Media & Communication to attend the defense.

This defense will begin by giving the student an opportunity to clarify, correct, or expand on answers originally written. The committee may then ask questions of the student designed to confirm the student's understanding of the examination material. The questions in the oral examination should not go beyond the scope of the written comprehensive examination questions unless such expansion is needed to confirm the student's understanding of concepts addressed in the written examination.

Following the oral defense, each question will be graded by all members of the committee. A student will pass the question only if a majority of the examining committee votes to pass the student for the question.

Students whose answers are "in need of additional clarification" may be given an opportunity to write explanations or expansions of their answers following the oral defense. This option is entirely in the discretion of the examining committee.

Following the oral defense, the committee will meet privately and will assign the student one of the following for each of the four sections of the exam:

- Pass
- Fail

A student must pass all four sections of the exam to receive an overall passing score.

Students who pass the exam (all sections) may then form a dissertation committee and present a dissertation proposal.

Students who do not pass any question or questions will be required to re-take only the question or questions they did not pass in a subsequent qualifying examination.

If a student fails any portion of the exam he or she must retake that portion. A second examination may not be taken less than four months or more than 12 months after the initial failure. Students who fail the doctoral comprehensive examination twice will not be continued in the doctoral program.

After passing the qualifying examination a student is admitted to candidacy and will, with the advice and consent of the Associate Dean for Graduate Studies, select a dissertation committee. All doctoral students in the College of Media & Communication must pass the qualifying examination and be admitted to candidacy before selecting a dissertation chair, forming a dissertation committee, or submitting a dissertation proposal.

During the academic term in which a student takes the qualifying examination for admission to candidacy for the Ph.D. for the first time, he or she may enroll in MCOM 8000 (dissertation hours).

For those students who have passed the examination, the student's examination committee will report to the Associate Dean for Graduate Studies who will file the Report of Final Defense with the Texas Tech University Graduate School.

Dissertation

Dissertation proposals will not be considered until the doctoral qualifying examinations have been satisfactorily completed.

The dissertation is original research reported in a document that demonstrates a mastery of research techniques, thorough understanding of the subject matter, and a high degree of skill in organizing and presenting material.

Doctoral students and their dissertation committee advisors are advised to familiarize themselves with the dissertation guidelines and deadlines established by the TTU Graduate School:

<http://www.depts.ttu.edu/gradschool/academic/ThesesDissertation.php>

Dissertation Committees

The dissertation committee will guide the student through the dissertation proposal and the dissertation itself. Members of the qualifying exam committee may or may not continue as members of the student's dissertation committee. However, the student may request changes in the membership of his or her committee at any time, including curriculum milestones such as the beginning of preparation for the qualifying examination or the dissertation. As with the qualifying exam committees, each dissertation committee will comprise a chair, two members of the graduate faculty in the College of Media & Communication, and one graduate faculty member from the student's cognate area. The committee chair must be approved to direct doctoral dissertations.

The student is expected to present this committee with a dissertation proposal that includes a review of relevant literature, research hypotheses or questions, and a description of appropriate research methods. The committee will evaluate the proposal and, in consultation with the student, establish a schedule for completion of the dissertation. This committee will also conduct the dissertation defense and determine acceptability of the final dissertation.

For a list of graduate faculty in the College of Media & Communication, see the College of Media & Communication website: <https://www.depts.ttu.edu/comc/graduate/faculty/>

Under exceptional circumstances, a committee member may be chosen from the graduate faculty at another university. Such individuals must be approved by the Associate Dean for Graduate Studies, must be admitted to the Graduate Faculty by the Texas Tech University Graduate Council, and must agree to attend the defense of the comprehensive examination, proposal, and dissertation.

Dissertation Oral Defense

An oral defense is mandatory for all dissertations. The dissertation committee chair is responsible for inviting all members of the graduate faculty in the College of Media & Communication to attend the defense. Defenses should follow the guidelines established by the TTU Graduate School.

DEGREE PLANS

All graduate students are responsible for knowing degree requirements and for enrolling in courses that will enable them to complete their degree programs. It is also their responsibility to know the university regulations for the standard of work to continue in the Graduate School and The College of Media & Communication. For more information, consult both the general and specific degree requirements in the University Catalog and this publication.

Clarification of these policies may be obtained from the Associate Dean for Graduate Studies and the Graduate School.

The Graduate School requires that each student submit a degree plan outlining his or her course of study by the middle of their second semester of study. Students should work with their appropriate program director:

Program	Program Director
M.A. in Communication Studies	Assistant Graduate Director, COMS
M.A. in Mass Communication	Associate Dean for Graduate Studies
M.A. in Strategic Communication & Innovation	Director of Online Master's Program
Ph.D. in Media & Communication	Associate Dean for Graduate Studies

Each graduate student's degree plan must be approved by the appropriate program director and the Graduate School. All graduate students are encouraged to consult with their program director as early as possible in their program of study for assistance preparing their degree plan.

Degree plans may be changed up to the beginning of the semester of graduation. However, all degree plan changes must be approved by the appropriate program director and the Graduate School by the first week of the semester of graduation.

No doctoral student may sit for the doctoral qualifying exam without a completed and approved degree plan. Students should complete a Ph.D. Qualifying Exam & Member Request Form; the form is available from the CoMC Office of Graduate Studies.

Additional information regarding degree requirements is available on the TTU Graduate School website <http://www.depts.ttu.edu/gradschool/> under "Academic Progress."

SATISFACTORY PROGRESS

In addition to all requirements of the graduate school, graduate students in the College of Media & Communication must meet the following requirements in order to qualify for assistantships, financial aid and/or graduation.

Students who are not making reasonable progress will not be qualified for any financial aid, including assistantships, and may be required to pay out-of-state tuition.

For all graduate students, any course in which he or she receives a grade of “C” or lower will not be counted toward required coursework. Students who make two or more Cs during the course of their studies will be placed on abeyance (see p. 34)

Master’s Students

Any master’s student who does not maintain a cumulative grade point average of 3.0 (on a 4-point scale) or higher, who has completed more than 1.25 times the minimum number of hours required for his or her program or who has been enrolled in his or her M.A. program for more than six years (or four years after completion of all coursework) is not making reasonable progress.

For most master’s students, they are not making reasonable progress when they exceed 45 credit hours of enrollment.

Doctoral Students

Any doctoral student who does not maintain a cumulative grade point average of 3.00 (on a 4-point scale) or higher, or who has completed more than 1.25 times the minimum number of hours required for his or her program is not making reasonable progress.

Doctoral students may not exceed 99 total hours of graduate enrollment.

SCRUTINY & ABEYANCE

The following policies govern enrollment in courses offered by the College of Media & Communication and graduation with degrees offered by that college. Nothing herein modifies the TTU Graduate School's exclusive authority to suspend graduate students or to place graduate students on academic scrutiny.

Academic Scrutiny

Any CoMC graduate student (M.A., Ph.D., graduate certificate) will be placed under academic scrutiny (i.e., probation) if she or he meets one or more of the following criteria:

- Receives a grade of C or lower in any graduate course, **and/or**
- Receives either a semester or cumulative grade point average below 3.0

This period of academic probation will be in effect from the end of the academic term in which the student received the subject grade or GPA and will remain in effect through the end of the spring or fall semester following the term in which the student received the subject grade or GPA.

A student who increases his or her GPA above 3.0 or who receives no grade lower than B in the semester following being placed under probation will be returned to normal status following the semester of probation.

Enrollment Abeyance

A CoMC graduate student (M.A., Ph.D., graduate certificate) will not be permitted to enroll in any graduate courses in the College of Media and Communication if she or he:

- receives a semester grade point average below 3.0, during a term of academic scrutiny or fails to achieve a cumulative GPA of 3.0 or higher following a term of academic scrutiny,
- receives two course grades of C or lower in any graduate course or combination of graduate courses,
- completes more than 1.25 times the minimum number of graduate credit hours required for his or her program,
- completes more than 46 graduate credit hours after the master's degree or a total of 99 hours of graduate coursework in Texas,
- is enrolled for more than eight years without completing all requirements for graduation, **and/or**

- is enrolled for more than four years after admission to candidacy without completing all requirements for graduation.

Students placed in abeyance should withdraw from any CoMC classes for which they are enrolled for future semesters.

Students may reapply to the program but may not recommence studies (if readmitted) until one semester has passed between being placed in abeyance and continuation of studies. If a student is placed in abeyance at the end of the spring semester, the student cannot re-enroll (if admitted) until fall.

Students in abeyance may be able to enroll in graduate classes outside of the College of Media and Communication during abeyance. It is possible that credits earned in these “outside” classes could count toward degree requirements in the form of electives (usually limited to 6 hours). If a student in abeyance wishes to take outside hours during abeyance, the student should consult with CoMC program director or assistant/associate dean to ensure that outside classes would count toward the CoMC degree if students is readmitted.

Readmission

During the period of enrollment abeyance students who plan to seek future enrollment in College of Media & Communication courses should complete readings, non-credit coursework, or other tasks that will strengthen their application for future enrollment.

The College Graduate Admissions Committee will review applications from students seeking to enroll after being placed in abeyance using the same criteria they would apply to applications for transfer from other schools or programs. The fact that a student has been placed in academic abeyance will be considered by the Admissions Committee as part of the committee’s holistic readmission decision.

DOCTORAL STUDENT TEMPORARY ADVISORS

All new doctoral students joining the college are provided with temporary advisors during their first year in the Ph.D. program. Temporary advisors will ensure that new doctoral students are acculturated into the college by helping them (a) understand policies and procedures, (b) build a solid foundation for future graduate study, and (c) identify a permanent advisor.

The temporary advisor will work with the student during his or her first year in the program. The expectation is that the student—with the temporary advisor's assistance—will identify a permanent advisor by the end of the first year of study, at which time the temporary advisor's term of service will end.

Temporary advisors may become permanent advisors based on a mutual agreement among the student, the advisor, and the Associate Dean for Graduate Studies. Temporary advisors are not obligated to transition to permanent advisor status nor are they obligated to serve in a temporary advisor capacity beyond one year. Their term of service may end prior to the completion of the student's first year of study if the student secures a permanent advisor.

The temporary advisor's primary role is to serve as a mentor during the doctoral student's first year of study; as such, the advisor's focus will be on integrating the student into the academic culture of the doctoral program, college, university, and profession. Specific responsibilities are as follows:

- a. Provide general mentorship regarding professionalism and academic citizenship
- b. Provide feedback regarding first-year plan of study
- c. Provide mentorship regarding teaching assignments; if the doctoral student has a teaching assignment, the temporary advisor should observe the student at least once during the semester
- d. Provide feedback regarding possible research foci and cognate areas as well as suggestions regarding appropriate faculty collaborators who can help the student pursue those interests
- e. Help the student identify a permanent advisor
- f. Assist the student with preparing his or her first year doctoral student annual report, including writing an evaluation letter

GRADUATE STUDENT EVALUATION

Faculty Supervisor Evaluations

At the end of each semester, all graduate assistants will be evaluated by their faculty supervisor. This evaluation includes students serving as research assistants, teaching assistants, lab instructors, and in other funded graduate assistant position.

Faculty supervisors will provide quantitative ratings and qualitative feedback of graduate assistants using the following criteria:

- Ability to follow directions
- Attention to detail
- Attitude toward their assignment
- Professionalism
- Ability to meet deadlines
- Availability
- Communication Skills

Feedback from these evaluations will be used to mentor and remediate graduate assistants. Evaluations may also be used to determine whether a student continues to receive funding.

Graduate students will also be given an opportunity to provide feedback regarding their experience working with their faculty supervisor.

Annual Evaluation for Doctoral Students

The majority of doctoral students in the College of Media & Communication assume tenure-track faculty positions in universities and colleges after graduation. Full-time tenure-track faculty members are evaluated along three major areas: research, teaching, and service. In addition, much like faculty, doctoral students are expected to behave professionally and actively engage with college activities. Thus, the purpose of the doctoral student annual review is to familiarize doctoral students with the faculty annual review process and ensure satisfactory progress toward completing the doctoral degree.

Annual review also helps students and their advisors make informed decisions in regard to achieving students' varied professional goals, which may include employment at a research-intensive university, a teaching-intensive program, or in an industry position. The information gathered from the annual review also provides valuable graduate program assessment information, which will help guide the program toward achieving desired student learning outcomes and program goals.

The Doctoral Student Annual Review is **mandatory** for all College of Media and Communication doctoral students regardless of funding status—this includes students in their final year in the program. Students failing to submit a completed review before the deadline will

have a hold placed on their record and will not be allowed to register for classes (or will be dropped from classes) or file an intent to graduate.

During the first year, temporary advisors will work with new doctoral students to complete and submit their first annual report for review. Beginning in their second year, students' permanent advisors will help complete and submit the reports. If a student has selected a permanent advisor prior to the end of their first year, that faculty member will complete and submit the first annual report.

While all doctoral students are required to submit annual reports, only students in the first or second year of the program will be formally reviewed. Students in their third year will not be reviewed if they are ABD and rotating off of funding at the end of the academic year. Students in their third year (or beyond) will be reviewed only if they have not filed an intent to graduate during the spring or summer semester.

Timeline

Annual reviews will take place during the summer semester of each academic year. The general timeline below should be followed unless the university academic calendar makes this problematic. In all cases, the Associate Dean for Graduate Studies should send a notice to all doctoral students early in the spring semester (recommended timing is the week after spring break) informing them about the annual review timeline.

- **April 15:** Doctoral students submit all requested materials to their temporary or permanent advisors as well as the Associate Dean for Graduate Studies.
- **April 22:** The advisors complete the students' evaluations. The advisors should submit a copy of each evaluation to the assistant dean of graduate studies and the student being evaluated.
- **May 1:** The Assistant Dean for Graduate Studies convenes the annual review subcommittee to review all doctoral student annual reports.
- **May 15:** The subcommittee provides feedback to the Associate Dean for Graduate Studies regarding each student's progress.
- **June 1:** The Associate Dean for Graduate Studies provides a memo to the doctoral student and the advisor, informing them of the outcome of the annual review. The annual report, the subcommittee review, and the memo should be placed on file in the graduate program office.

Annual Report Documents

The following documents comprise each student's annual report.

- **Annual Report:** Doctoral students should generate their annual reports acknowledging research, teaching, and service in Digital Measures. The reporting period should include April 1 of the previous year to date.
- **Degree Audit:** The graduate office should prepare a degree audit for each student, indicating coursework completed to date, grade in each course, cumulative GPA, and remaining coursework needed to satisfy degree requirements.
- **CV:** Each student (with input from his or her advisor) should prepare an updated CV. Formats are flexible, but a template can be provided for new students.
- **Peer Teaching Observations:** Copies of all peer teaching observations for the last year should be provided to students by the Associate Dean for Faculty Affairs. If possible, each student's advisor should perform at least one of these observations annually.
- **Self-Evaluation:** Each student should complete a reflective statement (~500 words), evaluating his or her performance in the last year, identifying goals for the coming year, and outlining a plan for achieving these goals. It is appropriate for the student's advisor to assist with and provide feedback regarding this document. Depending on the student's year in the program, the following points should be addressed:
 - *First year:* Students should discuss their progress toward: (a) selecting a permanent advisor; (b) determining a plan of study; (c) establishing a focus area for their research, and (d) considering potential dissertation topics, potential cognate area, and post-graduation goal(s).
 - *Second year:* Students should (a) discuss their progress toward establishing a line of research and/or developing a teaching portfolio (whichever is appropriate given their stated career goals). Further, they should: (b) outline their job search progress; (c) review their timeline for completing qualifying exams, proposal defense, and dissertation defense; and (d) discuss potential committee members; etc. Students should also (e) review their progress toward the goals stated in the prior-year self-evaluation statement and (f) explain how they have addressed any feedback from the graduate faculty that was provided in the first-year review.
 - *Third year (and beyond):* Students should discuss their progress toward (a) completing their dissertations and (b) fulfilling their post-graduation plans. They should also (c) review their progress toward the goals stated in the prior-year self-evaluation statement and (d) explain how they have addressed any feedback from the graduate faculty that was provided in the prior-year review.

- **Advisor Letter:** Based on a review of the above documents, each student's advisor should prepare a letter to the Assistant Dean for Graduate Studies that (a) provides an assessment of the student's performance to date, (b) outlines recommended actions for the student to take in the coming year, and (c) provides any necessary context for interpreting items in the annual report (e.g., lack of publication submissions, etc.).
- **Student Response (optional):** Each student, upon reviewing the advisor's letter, may submit a written response, to be appended to the annual report and forwarded to the annual review subcommittee.

Annual Review Subcommittee

Reviews of doctoral students will be conducted by a subcommittee comprising six members of the graduate faculty committee and chaired by the Assistant Dean for Graduate Studies. The subcommittee membership should be representative of the various disciplines and approaches within the graduate program to ensure that students receive well-rounded, informed feedback.

All members of the subcommittee will review and discuss the performance of all doctoral students. While the subcommittee will primarily utilize the annual reports and supporting documentation, a meeting with a specific doctoral student and/or the student's advisor may be requested if the majority of the subcommittee's members feel this is necessary for a fair, accurate, and effective review.

After the reviews are conducted, the subcommittee chair will provide a report to the Associate Dean for Graduate Studies, summarizing the subcommittee's evaluation of and recommendations for each doctoral student in regards to teaching, research, service, professionalism, and academic citizenship.

Feedback to Students

After reviewing the subcommittee report, the Associate Dean for Graduate Studies will provide each doctoral student with a standardized letter incorporating the subcommittee's evaluation and recommendation, along with additional commentary from the associate dean as necessary. A copy of the letter will be provided to the student's advisor. Copies of the associate dean's letters, the subcommittee reports, and the student's annual reports will be kept on file in the graduate office.

GRADUATE ASSISTANT TRAINING

Required Training

Graduate students employed by the College of Media & Communication as either graduate assistants or as Graduate-Part Time Instructors (GPTI) need to complete the following required training programs within 30 days of employment:

- EEO
- Title IV
- Safety Awareness
- Workplace Violence Prevention Training
- Hazard Communication
- FERPA (Only required if job duties provide the graduate student with access to any student records)

Once the required training is completed, the graduate student should send copies of their completed certificates to the college manager.

Training is available online via the university's Sum Total web portal:

- 1) Go to <http://www.raiderlink.ttu.edu/> and sign in with valid eRaider credentials.
- 2) Go to the Employee tab.
- 3) Under "Important Texas Tech Links," click on "Sum Total" to register for classes.
- 4) Once in the Sum Total dashboard, click on "Training Transcript" under "Manage Training"—there, training transcripts for any courses that the student has completed are listed; there should also be a completion date and an indication of which specific training courses need to be completed and when the training is due.
- 5) Under "Manage Training" is "Training Analysis"—this should display a list of required and recommended training.

Human Resources will periodically send the college manager an email listing graduate students with expired or expiring EEO and Title IX training; the college manager will then email those graduate students to complete the training.

Recommended IRB Training for Doctoral Students

Most doctoral students will engage in research that requires them to work with human subjects. As such, doctoral students will need to comply with the university's Institutional Review Board's (IRB) and—potentially—external funding agencies' requirements regarding human subjects training.

Training for working with human subjects (NIH, CITI, etc.) and how to use Cayuse, the IRB proposal submissions system, is available at <http://www.depts.ttu.edu/vpr/irb/training.php>.

Students can also reach out to the college's IRB representatives for questions regarding proposals. A list of current committee members is available at:

<https://www.depts.ttu.edu/vpr/irb/irb-committee.php>

College Orientations & Workshops

During the week preceding classes of the first semester of employment, all GAs and GPTIs are required to attend an orientation. The date and time of this orientation will be determined by the Associate Dean for Graduate Studies.

Additionally, graduate students with appointments as lab instructors may be required to attend an additional college teaching workshop.

Graduate assistants and GPTIs should report to their supervisor by the "faculty on duty" date for any given semester.

Helpful Contacts

Kimberly Wagner
College Manager
806.834.8179
kimberly.wagner@ttu.edu

STUDENT CONDUCT

Texas Tech University and the College of Media & Communication are dedicated not only to learning, research, and the advancement of knowledge, but also to the development of ethically sensitive and responsible persons. The college seeks to achieve these goals through sound educational programs and policies governing individual conduct that encourages independence and maturity. By accepting membership in this college, an individual joins a community characterized by free expression, free inquiry, intellectual honesty, respect for others, and participation in constructive change. All rights and responsibilities exercised within this academic environment shall be compatible with these principles.

The stressful situations experienced in graduate school occasionally result in personal friction between students or between students and faculty. In most cases, these incidents can and should be worked out between the individuals involved on the basis of common courtesy, mutual respect, and common sense. Individual incidents or trends that cannot be resolved at the personal level or which are serious violations of civil, student, or professional codes should be documented in writing and reported to the appropriate authority. Typically, such reports are initiated with the Associate Dean for Graduate Studies, the Associate Dean for Undergraduate Affairs, or the Dean of the College of Media & Communication as appropriate. If conflicts cannot be resolved within the College of Media & Communication, other options for addressing conflicts include the University Ombudsman or the Student Mediation Center.

Note: Each graduate policy is intended to assist student decisions. All policies are subject to change and all are subservient to applicable university policies and deadlines. Anyone reading these policies is advised also to read and understand the applicable university, college, and graduate program operating policies and to ensure these guidelines are current.

TTU Student Code of Conduct

Graduate students are governed by the Student Code of Conduct available online at: <http://www.depts.ttu.edu/dos/handbook/>

Academic Integrity

Academic integrity is taking responsibility for one's own work, being individually accountable, and demonstrating intellectual honesty and ethical behavior. Academic integrity is a personal choice to abide by the standards of intellectual honesty and responsibility. Because education is a shared effort to achieve learning through the exchange of ideas, students, faculty, and staff have the collective responsibility to build mutual trust and respect.

Ethical behavior and independent thought are essential for the highest level of academic achievement, which then must be measured. Academic achievement includes scholarship, teaching and learning, all of which are shared endeavors. Grades are a device used to quantify the successful accumulation of knowledge through learning. Adhering to the standards of academic integrity ensures that grades are earned honestly and gives added value to the entire educational process. Academic integrity is the foundation upon which students, faculty, and staff build their educational

and professional careers.

Academic Dishonesty

Academic dishonesty includes cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts and any act or attempted act designed to give unfair academic advantage to oneself or another student.

Professionalism

Graduate assistants are expected to meet deadlines; show up on time for meetings; complete assignments; and engage in respectful, professional interaction with faculty, administrators, and other students. Graduate students are expected to complete required paperwork and other informational requests from the college in a timely manner.

Decorum and Collegiality

GAs and GPTIs are in the unusual position of simultaneously being employees, colleagues, and students. They are therefore required to meet a high standard of decorum and collegiality. Specifically, GAs and GPTIs should maintain civility and, where appropriate, deference in their interaction and communication with the faculty; a high standard of civility and cordiality in their communication with staff and their fellow graduate students; and a high standard of civility and fairness in their interactions with undergraduate students.

Respect for Diversity

The College of Media & Communication respects and encourages diversity within its academic community. All members of the college, including GAs and GPTIs, are required to show respect for and avoid criticism of the values, beliefs, and cultures of others.

Standards of Dress

All GAs and GPTIs are required to dress appropriately for their assigned duties. For most tasks this means attire appropriate to a professional setting (i.e., business casual).

Graduate Student Offices

Graduate assistants are typically provided with office space, furniture, and other equipment deemed necessary for the completion of their duties. Students are reminded that these resources belong to the College of Media & Communication. Students should not move offices without obtaining permission from the graduate program and the college manager. Likewise, students should not move furniture in their offices or elsewhere in the building without permission from the college manager.

Research Involving Human Subjects

All research, including thesis and dissertation research that involves human subjects either directly or indirectly must be approved prior to the research itself. University policy does not allow approval after the research has begun. Research involving human subjects includes, but is not limited to, research that uses subjects to respond to surveys, observes human behavior, or analyses communication or communication records.

TTU Operating Policy 74.09 details the procedures required by 45 CFR 46.102 and appropriate University rules. The Human Subjects Committee, operating under the Office of Research Services, serves as the TTU Institutional Review Board (IRB). Instructions and forms for requesting human subjects research approval are available from the Office of Research Services or the Center for Communications Research.

<https://www.depts.ttu.edu/vpr/irb/>

<https://www.depts.ttu.edu/comc/research/ccr/>

PLAGIARISM

The college graduate program's integrity is dependent on faculty and students upholding high standards regarding intellectual honesty and ethical behavior in scholarship. Because graduate students progress is monitored centrally through the college's graduate program, all instances of academic dishonesty suspected by a graduate faculty member or graduate student in the college will be reported to the Associate Dean for Graduate Studies.

In order to be able to log offenses and track repeat offenders, the college submits all instances of academic misconduct for review by the university's Office of Student Conduct. The Office of Student Conduct will examine the case and make a determination as to whether or not the incident constitutes plagiarism.

While faculty members are encouraged to determine their own course consequences for academic misconduct, the college expects some equity in punishment for similar offenses. Likewise, to track college-wide prevalence of academic misconduct and remediation, an ad hoc committee will meet when necessary to consider especially egregious cases or students who repeatedly violate policy.

Turnitin & iThenticate:

The Texas Tech Library provides resources regarding two plagiarism checking solutions:

- *Turnitin*: <http://library.ttu.edu/turnitin/turnitin.php>

This system is used by many faculty members to check their students' work. GPTIs can also use the system to check their own undergraduate students' work.

- *iThenticate*: <http://library.ttu.edu/ithenticate/ithenticate.php>

This system can be used by graduate students to check their own documents. Note: theses and dissertations must be submitted by faculty advisors only.

Additional Resources

- Plagiarism.org (Sponsored by Turnitin): <http://www.plagiarism.org/>
- Online Writing Lab @ Purdue: <https://owl.english.purdue.edu/owl/resource/589/01/>
- Inside Higher Ed article on self-plagiarism: <https://www.insidehighered.com/views/2010/12/03/zirkel>
- Patchwriting Example: https://writing.wisc.edu/Handbook/QPA_paraphrase.html

TEACHING ASSIGNMENTS & POLICIES

The policies listed below are specific to master's students or GPTIs who are serving as instructor of record for a course. Many of these policies are also applicable to master's students serving as lab instructors and teaching assistants.

Common Syllabus

All graduate students who are teaching a course are required to use and follow a syllabus provided by their faculty supervisor. No deviation from this syllabus is permitted without the express permission of the faculty supervisor. Instructors should remember that the syllabus serves as a contract between the instructor and the students; instructors should be very careful about changing the syllabus, schedule, assignments, or class policies mid-semester.

Course Outcomes & Assessments

Assessment is a vital part of continuously monitoring and improving programs across the university. To that end, instructors should follow the formal student learning outcomes (SLOs) listed in the common syllabus. In addition, instructors should implement the required assignments necessary to assess those SLOs. Instructors should also provide assessment data to department chairs and the university assessment office in a complete and timely fashion.

House Bill 2504 Compliance

Texas House Bill 2504 mandates that all instructors upload their professional and educational background into Digital Measures. In addition, instructors are required to upload a copy of their syllabus no later than the 7th class day of the semester (3rd class day during summer). See "HB 2504 Compliance" below for more information.

Class Attendance & Cancellations

Instructors are expected to arrive on time for their classes and to meet their class for the entire period.

No graduate student instructor is permitted to cancel class without securing permission from his or her faculty supervisor (often, the department chair). In the event an illness or emergency forces cancellation of a class, the graduate instructor should report the situation as soon as possible to the faculty supervisor and should make every reasonable effort to ensure that students are notified of the cancellation before they arrive for class.

Class Observations

As is the case with all untenured and adjunct faculty, peer teaching observations will be conducted for graduate student instructors. These observations will be scheduled early in the semester by the Associate Dean for Faculty Affairs. Department chairs should also conduct classroom observations of GPTIs teaching in their departments.

Student Evaluations of Instructor & Course

Graduate student instructors are expected to comply with all policies related to the administration of student evaluations of the instructor and the course. These evaluations must be conducted by someone other than the instructor. Typically, these evaluations are conducted during the last two weeks of the semester.

University Class Policies

All graduate student instructors are subject to the same class management policies as the faculty. These policies address student attendance and absences, student record confidentiality, sexual harassment, disabled student services and accommodations, grading, and academic integrity.

Graduate student instructors should familiarize themselves with relevant university and college operating policies. Links to these resources are included at the end of this handbook.

Student Issues

Graduate student instructors should let their supervising department chair know immediately of any problem student or student issue. If necessary, the graduate student instructor may file (or be advised to file) a report with the TTU Behavioral Intervention Team:

<http://www.depts.ttu.edu/dos/bit/>

Guest Speakers

Per college operating policy, all guest speakers in college courses should be approved by the Associate Dean for Faculty Affairs in advance.

Fair & Equal Treatment

Graduate student instructors are cautioned to not give the impression that the instructor is giving preferential treatment to certain students over others. All students in a course should be treated equally and fairly as grade appeals are primarily based on alleged “arbitrary or capricious action” by the instructor.

Professional Relationships with Students

Graduate student instructors should always remember that they are the undergraduate students’ instructor—not their friend. Graduate student instructors need to be professional in dress, speech, and behavior. At all times, they should strive to maintain a collegial, professional relationship with students. Personal communication channels (personal mobile phone number, home phone number, personal email, social media sites, etc.) should not be used to communicate with students; graduate students are advised to only use official university email/phone system for communicating with students in their classes or labs.

Lab Instructors & Teaching Assistants

Lab instructors should be supportive and respectful of their supervising lead instructor. Lab instructors should share any concerns they have with the lead instructor—not students in individual lab sections. Also, it is critical that lab instructors attend lecture sessions to ensure that students receive consistent instruction, feedback, and evaluation across lab sections for the course.

Teaching assistants are reminded that their behavior and attitude will affect their supervising professors' ability to manage their class—and potentially the professor's end-of-semester student evaluations.

Grading

All graduate student instructors must turn their grades in by the university deadline; note that there are earlier deadlines for graduating students. Always double check all grade entries to make sure they are complete and accurate before submission. Graduate student instructors should send a copy of their final, submitted grades to their supervising department chair's administrative assistant.

In situations where the graduate student instructor suspects that a student has engaged in plagiarism, they should contact their supervising faculty member or department chair immediately.

Information Technology

The college maintains its own in-house IT personnel and labs. College IT also manages the equipment checkout in room 373. A list of the labs and software available in the college can be found at:

<http://www.depts.ttu.edu/comc/about/facilities/>

For technology support with general purpose classrooms (“Raider Rooms”) or for afterhours support, graduate students should contact university IT personnel. More information is available at:

<https://www.depts.ttu.edu/ithelpcentral/>

GPTIs or lab TAs teaching in Raider Rooms should review the policies and procedures related to those facilities:

<https://www.depts.ttu.edu/odpa/SPI/EISM/raiderrooms/index.php>

Classroom and Lab Access

Access to classrooms and labs is tightly controlled. For doors controlled by key fobs, go to room 373 to check out a fob from college IT.

Physical keys can be secured by placing a request through the dean's office and picked up at the campus lock shop (<https://www.depts.ttu.edu/operations/KMS/>).

General access "Raider Rooms" are typically open during normal business hours or accessible via a proximity card (<http://www.depts.ttu.edu/unvid/>).

HB 2504 COMPLIANCE

Texas House Bill 2504 requires the university to provide the public (students, parents, alumni, etc.) access to course and instructor information. The university utilizes Digital Measures to manage this information. To maintain compliance, all graduate instructors are required to upload their basic professional and educational information as well as PDFs of their syllabi.

Digital Measures can be accessed via the Office of Planning & Assessment website at: <http://www.depts.ttu.edu/opa/dmsr.php>.

Once inside the dashboard, follow the instructions below to upload a copy of a syllabus.

1. Select “Scheduled Teaching” under the “Teaching” section.
2. Find your class and click on it.
3. Scroll to the bottom of the page and upload a copy of your syllabus as a PDF
4. Click “Save”

A tutorial is available at: <http://www.depts.ttu.edu/opa/digitalmeasures/docs/Uploading-Syllabus-New-Interface-2015.pdf>

To enter basic professional and educational information, use the links under “General Information” and “Scholarship/Research” that have an asterisk (*) after them. These are the items that are required for HB 2504.

There is also a step-by-step guide to HB 2504 compliance available at: <http://www.depts.ttu.edu/opa/digitalmeasures/docs/DM-Basic-CV-Instructions-New-Interface.pdf>

The day after uploading information/syllabi, go to the public access website (<http://www.ttu.edu/courseinfo/>), locate yourself in the instructor search, and verify that your syllabi and other information are displayed.

CoMC GRADUATE STUDENT SOCIETY

The mission of the CoMC Graduate Student Society at Texas Tech is to provide resources for graduate students in the CoMC graduate program. These resources include educational opportunities (e.g., research brownbags with faculty), professional opportunities (e.g., informal Q&A sessions with faculty about the professional world), and social opportunities that bring graduate students and faculty members together. The society also helps arrange service opportunities for its members.

Officers

President	
Vice-President/SORC Representative	
Secretary	
Treasurer	

For more information, contact the President or visit the society's website:

<https://orgsync.com/121609/chapter>

ADDITIONAL RESOURCES

Blackboard Support

www.depts.ttu.edu/elearning/blackboard/index.php

806.742.7227

blackboard@ttu.edu

College of Media & Communication Graduate Office

www.ttugrad.org

806.742.6500

Financial Aid

www.depts.ttu.edu/financialaid

806.742.3681

finaid.advisor@ttu.edu

Graduate Student Writing Center

<https://www.depts.ttu.edu/gradschool/gswc.php>

806.742.2476, ext. 1

Health Insurance

<https://ttusystem.myahpcare.com/>

Information Technology Help Central

www.depts.ttu.edu/ithelpcentral

806.742.4357 (HELP)

ithelpcentral@ttu.edu

Lubbock Apartment Rentals

<https://www.apartments.com/lubbock-tx/>

<https://www.lubbockapartments.com/>

<https://www.apartmentguide.com/apartments/Texas/Lubbock/>

Lubbock Relocation Guide

<http://www.lubbockchamber.com/relocation>

806.761.7000

Operating Policies

- University: <https://www.depts.ttu.edu/opmanual/>
- College: <https://www.depts.ttu.edu/comc/faculty/intra/index.php>
- Graduate Program: <https://www.depts.ttu.edu/comc/graduate/opmanual/>

Parking Services

<http://www.parking.ttu.edu/>

806.742.7275 (PARK)

Recreation Center

www.depts.ttu.edu/recsports/

806.742.3351

Student Counseling Center

<http://www.depts.ttu.edu/scc/>

806.742.3674

Student Disability Services

www.depts.ttu.edu/sds

806.742.2405

Student Health Services

<https://www.ttuhs.edu/studenthealth/>

806.743.2848

Student Legal Services

<https://www.depts.ttu.edu/sls/>

806.742.3289

Teaching, Learning, & Professional Development Center

<https://www.depts.ttu.edu/tlpdc/>

806.742.2011

Texas Tech University Graduate School

www.depts.ttu.edu/gradschool

806.742.2787

TTU Campus Map

<http://www.ttu.edu/map/>

University ID/Raider Card

<http://www.depts.ttu.edu/unvid/>

806.742.1457

Visit Lubbock

<http://www.visitlubbock.org/>

806.742.5232

APPENDIX A.

MCOM 6050 MASTER'S REPORT GUIDELINES

For their capstone project, all students in the non-thesis master's programs (M.A. in Mass Communication professional and sports media tracks; M.A. in Strategic Communication & Innovation) must complete a research project in order to demonstrate a graduate-level mastery of research methods and theory. This project should be completed in the last semester of their graduate program while the student is enrolled in MCOM 6050 Master's Report.

The research project should be built around a study conducted by the student where data is gathered and analyzed to answer a question. Students will address theory as a foundation to the study and in building research questions/hypotheses. It should be noted that the research report is not meant to be a thesis. It generally will be more applied and pragmatic.

Examples of applied research projects include:

- Survey of an organization's constituent public and its use of social media
- Focus group report on how a non-profit could attract more volunteers
- In-depth interviews with people who have visited a hospital emergency room to determine their perception of communication practices among the health care staff
- Content analysis of how local media covered a sport's franchises public outreach efforts

Scenarios

There are two scenarios in which a student can complete the MCOM 6050 project.

1. Complete an applied research project for an organization, including but not limited to the student's current employer. Students who are employees of an organization are encouraged to complete their MCOM 6050 project for their employing organization as a means of adding value to the organization. Note: The student's employer must sign a form acknowledging that the student is conducting research on the organization's behalf as part of this course requirement.

Example: A student working for a grocery store chain may conduct focus groups to help the organization determine what public relations messages best resonate with their customer base.

2. Complete a research project on a topic that does not involve any particular organization. Students may elect to do an MCOM 6050 project that does not involve any particular organization; however, the project should still be pragmatic in nature and focus on implications for professional practice.

Example: Student conducts in-depth interview with residents regarding how the media influences their decisions regarding water conservation.

Requirements

No matter which scenario the student chooses for the MCOM 6050 Master's Report project, the student is required to complete the following steps:

1. Identify a College of Media & Communication graduate faculty member who agrees to supervise the project.
2. Register for MCOM 6050 under the supervising faculty member.
3. Identify a research project with a media and communication component. Note: Sports Media track students must select a project that focuses on sport media and communication.
4. Submit a project proposal and have it approved by the supervising faculty member.
5. Collect and analyze original data.
6. Write-up the findings and interpretation of the data using the report outline below.
7. Defend the project via an oral presentation.

Proprietary vs. Generalizable Knowledge

Typically, research conducted in this program will produce proprietary information for a specific company or project. Proprietary knowledge is information that is owned and kept confidential by a company. If, however, a research project is intended or has potential to produce generalizable knowledge (published or presented at a conference), IRB approval must be obtained prior to conducting the research.

The Human Subjects Committee, operating under the Office of Research Services, serves as the TTU Institutional Review Board (IRB). Instructions and forms for requesting human participants research approval are available from the Office of Research Services or the Center for Communication Research.

Report Outline

The final reports, which will be presented at the close of the semester, will be written using the following rubric as a guide. The report should be 20-25 pages at a minimum. Tables, charts and graphs are to be included in addition to the 20-25 pages.

Executive Summary

- What is the key takeaway?
- What is the overview of what you found and how you looked for it?

Statement of the problem

- What is the specific problem? (e.g., Why does the College Baseball Hall of Fame have so few followers of its social media)
- What is the problem's significance? Why is it important?

Literature Review

- Who else did what and found out what about the general topic and the specific problem? What practical and/or theoretical contributions have we had so far? Synthesize and summarize.
- What do we know for sure about the problem?
- What needs further research?
- What theory/theories could guide your research?

Research Questions

- What specifically will you look for/expect to find?

Method

- Be thorough.
- Discuss the specific population/sample & sampling technique, procedure, stimulus material (if there is any), measures.
- Provide a copy of your research instrument (code sheet, questionnaire, etc.)
- Be detailed and exhaustive about how you conducted the research.

Analysis and Interpretation

- How did you analyze the data you collected?
- What did you find?
- What are your findings' practical implications?
 - Provide ample tables/graphs/charts

Limitations

- What is imperfect about your study?
- What questions are you leaving unanswered?

References

- APA Style is required

APPENDIX B.

GRADUATE COURSE OFFERINGS

Following is a list of all courses that have been offered at the graduate level within the College of Media & Communication. Check the [graduate catalog](#) for detailed descriptions.

ADVERTISING

Sports Sponsorship/Marketing
Political Communication
Social Issues Campaigns
Interactivity & New Media
Seminar in Identity in Communication
Advertising and the Consumer: Strategic Communication Processes
Structural Equation Modeling
Integrated Branding Communications
Research

COMMUNICATION STUDIES

Communication Instruction in Higher Education I
Communication Instruction in Higher Education II
Communication Theory
Qualitative Research Methods
Intercultural Communication
Communication in Small Groups
Communication in Organizations
Quantitative Research Methods
Theories of Rhetoric
Historical Critical Research Methods
Conflict Management and Problem Solving
Theories of Persuasion
Communication Issues in Health and Healthcare
Nonverbal Communication
Interpersonal Communication
Master's Thesis
Seminar in Interpersonal Communication
Seminar in Organizational Communication
Seminar in Rhetorical Theory
Seminar in Instructional Communication
Seminar in Cultural and Intercultural Communication
Research:
Rhetorical/Persuasion analysis of Sun Tzu's Art of War
Communication in the Borderlands
Comprehensive Examination Preparation
The Rhetoric of Sport

Comprehensive Exam
Gender Communication
Autoethnography and the Communication of Grief
Organizational Audit of a family own business in a changing environment
"Towards an Understanding of Phronesis: Applicability in Contemporary Settings"
Rhetoric, Pedagogy, & Public Speaking: Rhetoric Research Plato's Phaedrus & Japanese Anime
Gender, Communication, and Rape Narratives in the TTU Community. Interviews, Documentary
Rhetoric, Persuasion & Advertising
Plato's Phaedrus: Research and Publication
Communication Portfolio Preparation
Praxis Portfolio: Organizational Plans for a Grassroots NPO
Diversity and Communication Within Families

ELECTRONIC MEDIA

Digital Literacy and Citizenship
Film Criticism
Fandom Understanding Media Production & Consumption
Interactivity and New Media
Popular Culture: Imagery, Industry, Technology
Audience & Media Analysis
Media Management & Entrepreneurship
Research

MASS COMMUNICATION

Proseminar in Mass Communications
Strategic Communication Planning and Writing
Media Management, Entrepreneurship and Consulting
Strategic Communication in a Global Environment
Communication in Organizations
Advanced Social Media Practice
Production of Digital Media Content
Multimedia Story Telling
Audience/Data Analysis and Reporting
Neuromarketing/Biometric Research for Professionals
Corporate Challenges & Crises
Teaching Online: Theory and Practice
Interpersonal Communication
Seminar in Public Opinion and Propaganda
Studies in International Communications
Administration of Communications Media
Research Methods
Seminar in Mass Communications Theory
Internship in Mass Communications
Data Analysis
Master's Thesis
Master's Report

Mass Communications Pedagogy
Contemporary Issues in Communications Technology
Integrated Communications Campaigns
Publishing in Communication Research
Seminar in Media and Sport
Digital Media
Advanced Mass Communications Theory
Doctor's Dissertation
Research
Selected Research Methods:
Physiology & Research
Publishing Academic Research
Qualitative
Secondary Analysis
Publishing Academic Research
Survey Research
Experiment
Secondary Analysis
Publishing Academic Research
Communication Research Technology
Survey & Measurement
Interpretive Methods
Content Analysis
Strategies for Publishing Academic Research & Completing

PUBLIC RELATIONS

Public Relations Problems and Cases
Children and Media
Brain and Communication
Multivariate Analysis
Risk/Crisis/Science Communication
Environmental Sustainability
Advanced Strategic Communication Writing
Crisis Communication
Entrepreneurship
Communicating in Collegiate Athletics
Evaluating Public Communication Campaigns
Global Issues Management-Renewable Energy Issues in Texas & Germany
Strategic Communication Consulting in a Global Environment
Research

PHOTOGRAPHY

Research