



TEXAS TECH UNIVERSITY  
College of Media  
& Communication™



# QUESTIONS?

We would love to hear from you!

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## APPLY NOW

*You belong at CoMC*

### To Apply:

- Submit an application through [www.applytexas.com](http://www.applytexas.com)
- Submit the \$75 application or fee waiver
- Submit official transcripts (high school and/or college)
- Submit your official SAT and/or ACT scores

Notification of decision may take 2-4 weeks. Check your application status and get the latest updates by creating a Raider Connect account at: [raiderconnect.ttu.edu](http://raiderconnect.ttu.edu)

## FRESHMAN PRESIDENTIAL SCHOLARSHIPS

*Learn more at: [www.scholarships.ttu.edu](http://www.scholarships.ttu.edu)*

Presidential Scholarships are awarded to entering first-time freshman who show exceptional academic ability through superior test scores and class ranking. Annual award amounts pay one-half toward fall and one-half toward spring terms. They are guaranteed, provided you are admitted prior to April 15th. If you are a non-resident awarded a Presidential Scholarship, you will also qualify to pay in-state tuition. Complete admissions requirements early as Presidential Scholarship awards will be limited after April 15th.

ACADEMIC REQUIREMENTS	AWARD AMOUNT	RENEWAL REQUIREMENTS
National Merit Finalist	\$25,000	3.5 GPA & 15 hrs
1400* or 30**, and top 10%	\$6,000	3.5 GPA & 15 hrs
1300* or 27-29**, and top 10%	\$5,000	3.25 GPA & 15 hrs
1200* or 28**, and top 1-25%	\$4,000	3.0 GPA & 15 hrs

\*SAT sum of critical reading and math only; \*\*ACT composite score. Awards are subject to change. Award amounts listed are approximate amounts per year for up to 4 years. If you qualify for a Presidential scholarship, you will receive an offer letter from the TTU President's Office.

## FINANCIAL AID & SCHOLARSHIPS

*Learn more at: [www.financialaid.ttu.edu](http://www.financialaid.ttu.edu)*

Learn more about the cost of tuition, read about the types of aid offered, and quickly and easily estimate your college costs using the financial estimator.

## ASSURED ADMISSION

*Find out more at: [www.admissions.ttu.edu](http://www.admissions.ttu.edu)*

You are assured admission if you are graduating from an accredited high school and present the required combination of high school class rank and college entrance test scores indicated below.

CLASS RANK	TEST SCORES*	
	ACT	SAT
Top 10%	No Minimum	
First Quarter (excluding top 10%)	24	1180
Second Quarter	26	1260
Third Quarter	27	1290
Fourth Quarter	Application Review	

\*ACT composite score; SAT reflects evidence-based reading and writing, and math; The highest section scores from multiple tests on the ACT and SAT will be used to maximize score. Assured admission is granted to all students who hold competitive scholarships awarded by an official Texas Tech University scholarship committee.

## THINKING OF TRANSFERRING?

*Learn more at: [www.admissions.ttu.edu/transfer](http://www.admissions.ttu.edu/transfer)*

You are assured admission if you present the required combination of transferable hours and GPA below.

TRANSFER HOURS	GPA REQUIREMENTS
12-23 hours	2.50 cumulative
24 or more hours	2.25 cumulative

See how your hours will transfer:

[www.depts.ttu.edu/registrar/private/transfer](http://www.depts.ttu.edu/registrar/private/transfer)

Contact the Office of Community College & Transfer Relations (CCTR) to receive guidance on transferable courses and degree plans: [www.cctr.ttu.edu](http://www.cctr.ttu.edu)

## NON-RESIDENT STUDENTS

You could qualify for in-state resident tuition and fees when you are awarded at least \$1,000 in scholarships from Texas Tech University.

# STUDENT TESTIMONIALS

Advice from our students.



“The College of Media & Communication is more than just an institution. I am constantly amazed by the faculty and staff, and their mission to create outstanding students and professionals. I am so proud to be involved in an environment that truly feels like family.”

**Curry Wilson**  
PUBLIC RELATIONS MAJOR  
HOMETOWN: ALBANY, TEXAS



“Being from a small town, I was nervous about how I would mesh at a big university. I learned quickly I was in the best place possible for me at CoMC. The college itself is like a tight-knit community and feels like a home away from home. I know my degree from CoMC will take me anywhere I dream!”

**Nydia Natividad**  
JOURNALISM MAJOR  
HOMETOWN: PECOS, TEXAS



“The College of Media & Communication is like no other college on campus. It’s more than a community. It’s a family, and I can’t wait to see where my CoMC family takes me!”

**Michael Gray**  
ADVERTISING MAJOR  
HOMETOWN: ROSCOE, ILLINOIS



“The College of Media & Communication has truly fueled my desire to learn. The classes are applicable to the real world and to the future careers we may choose. The professors have a true passion for teaching and have brought to light the many opportunities and doors our degrees can open for us.”

**Taylor Stewart**  
COMMUNICATION STUDIES MAJOR  
HOMETOWN: RAMONA, CALIFORNIA

# OUR MAJORS

*We offer a unique combination of professional, practical and academic coursework and experience that integrates today's media convergence and the future's media developments in seven critical areas of media and communication.*

## ADVERTISING

The Department of Advertising (ADV) develops leaders with an understanding of the creative and business-related aspects of advertising in the current media landscape. Students learn to apply creativity and critical thinking to solve communication problems. Career fields include account services, copywriting, sales, design, creative strategy and media planning.

## COMMUNICATION STUDIES

As one of Texas Tech's founding departments, the Department of Communication Studies (COMS) has a long, proud tradition that dates all the way back to 1923. The department is committed to equipping today's students with the knowledge and skills to negotiate the unique challenges of working and living in the global, information-laden landscape of the 21st century. Toward that end, our department stresses the importance of effective communication in personal, professional and public contexts. Through a dynamic and engaging curriculum that includes classes in interpersonal communication, organizational communication, intercultural communication, popular culture and public affairs, students learn to think critically and to communicate clearly and compellingly across an array of cultural contexts. Taught by award-winning teachers and scholars, our courses are preparing students to be the next generation of leaders in business, finance, social service, entrepreneurship and education.

## CREATIVE MEDIA INDUSTRIES

The degree in Creative Media Industries (CMI) is designed to train digital storytellers who exhibit excellence in the creation, distribution, and analysis of creative media content in diverse U.S. and global media marketplaces. The creative media industries program offers courses in film, television, gaming & interactive media, audio, photography, and writing, emphasizing commercial practice and a portfolio orientation that prepares students for leadership positions in creative media industries.

## DIGITAL MEDIA & PROFESSIONAL COMMUNICATION

The B.A. in Digital Media & Professional Communication provides students with broad-based, marketable skills to help them navigate the fast-changing and dynamic career pathways that exist in media, communication and complementary companies, organizations and industries. This program is designed specifically to develop graduates who are outstanding communicators, critical thinkers, ethical problem solvers, and flexible learners.

## JOURNALISM

Our journalism (JOUR) faculty are leading the way in teaching students skills in multimedia storytelling and preparing them for a multimedia world. Alumni are finding jobs as reporters, producers, editors, photographers and other news positions, as well as progressing to upper-level management positions, such as anchoring CBS Evening News and as vice president of Mattel, Inc. The industry has recognized our graduates with five Pulitzer Prizes.

## MEDIA STRATEGIES

With its entrepreneurial focus combined with training that cuts across communication disciplines, a media strategies degree (MDST) helps students innovate within a media industry or start their own entrepreneurial ventures. Students learn practical aspects of media startups, such as developing a business model and pitching ideas to investors. Media strategies majors are pursuing careers such as the following: digital, brand and social media strategy; media analysis and research; ecommerce; communication planning; media consulting; and media management.

## PUBLIC RELATIONS

The Department of Public Relations (PR) can help you prepare for many career opportunities by providing you with skills such as the following: media relations; building and manage relationships with the public; strategic campaign planning using traditional, digital, online, and social media; writing, graphic design, and content creation; advanced social media monitoring and analytics; and courses on specific PR topics such as crisis communication. PR majors are leaders in a variety of fields, including corporate communication, sports, nonprofits, government and politics, marketing, and new media, or they pursue graduate degrees in law, business and communication.



# STUDENT OPPORTUNITIES

*Our facilities, labs and cooperative media groups are among the best in the nation. They provide students with real world experience in the growing fields of media and communication.*

## AD TEAM

A group of students selected by interview to compete in a national student advertising competition. The annual competition is put on by the American Advertising Federation and features a corporate client.



## THE DAILY TOREADOR

[@DailyToreador](#) | [www.dailytoreador.com](http://www.dailytoreador.com)

The Daily Toreador is an independent student publication and is the official student newspaper of Texas Tech. The mission of the DT is to connect the campus community with professional firms to provide practical experience for students interested in media & communications.



## DEBATE TEAM

Texas Tech's two-time national award-winning Parliamentary Debate Team gives students an opportunity to build communication skills by matching wits with students from across the country.



## DOUBLE T INSIDER (DTI)

[@DoubleTInsider](#)

Originally founded as an entirely student-based online TV show format, the DTI is now operated as a partnership between Texas Tech Athletics and the College of Media & Communication. Students learn from the show's producer, a full-time member of the Texas Tech Athletics Broadcast Services team, who teaches a DTI class in production where students can hone their behind-the-camera skills working on the show. Often, students compete by producing segments that may be used when the show airs either on the Fox College Sports or Fox Sports Southwest networks.



## THE OUTPOST SOCIAL MEDIA LAB

[@TTUOutpost](#) | [comc.ttu.edu/outpost](http://comc.ttu.edu/outpost)

The Outpost Social Media Lab @ TTU is the College of Media & Communication's center for the study of new media. Lab students, faculty and staff produce professional insights and analysis, host training seminars and workshops, support project implementation for classes and clients, engage in community outreach, and conduct applied and basic research in social, online and digital media. The Outpost provides students with real-world experience in the growing field of social media listening, engagement, and analysis using tools usually only available to industry professionals.



# HEADS UP DISPLAY

 @HeadsUpDisplay\_

Heads Up Display (HUD) aims to provide students with opportunities to improve their abilities relating to the fields of Media, English, Public Relations, Journalism, Visual Arts, Graphic Design and more through creating content such as reviews for movie, television shows, and video game along with special interest segments that are posted and shared through digital and social media platforms (e.g., YouTube, Facebook, Reddit, etc). HUD not only provides an outlet for these creative projects to be produced and showcased to the public; it also archives these projects to build portfolios for individual members' usage in future endeavors.



# THE HUB@TTU

 @HubTTU | www.ttuhub.net

The Hub@TTU is an award-winning creative outlet devoted to providing a collaborative student media environment showcasing the news and the creativity of the Texas Tech community.



# KTXT-FM

 @TheRaider881 | www.ktxtfm.org/raider

KTXT-FM, The Raider 88.1, is Texas Tech University's student radio station, providing the university community with diverse programming, including BBC World Service, Texas Tech news and information, weather, live play-by-play broadcasts of Texas Tech sports, alternative music, and a variety of student-produced radio programs. The Raider 88.1 offers students opportunities to learn versatile skills, including producing, promotion, project management, news and sports broadcasting, audio production, and on-air talent development.



# LA VENTANA YEARBOOK

[www.dailytoreador.com/la\\_ventana](http://www.dailytoreador.com/la_ventana)

First issued in 1926, La Ventana is an official, independent student publication that serves as a comprehensive written and photographic record of the annual history of Texas Tech.



# MCTV NEWSCAST

 @MCTV\_TTU | [www.ttuhub.net/category/media/ttu-comc/mctv](http://www.ttuhub.net/category/media/ttu-comc/mctv)

MCTV Newscasts are created by students and faculty from all majors within the college. Students have the opportunity to produce, star, edit and film broadcasts.



# RAIDERCOMM

 @RaiderCommPR

Student-run, full-service public relations firm that provides public relations majors with an opportunity to develop as professionals, learn new skills, and apply their coursework to real-world accounts for a wide range of client. Portfolio-building, new business development, client relations and campaign planning and implementation.



# STUDENT ORGANIZATIONS

## ASSOCIATION FOR WOMEN IN COMMUNICATIONS (AWC)

AWC is a student organization designed to help women stay connected in the mass communications marketplace. Affiliated with the national AWC, this local professional chapter offers exciting opportunities to build friendships and working relationships with communications professionals in the Lubbock community.



## COMMUNICATION STUDIES SOCIETY (CSS)

The Communication Studies Society mission is to give members a clear understanding of the communication field by providing networking opportunities with peers and professionals in the communication field. CSS also holds a wide variety of events and service projects throughout the academic year to engage its members across campus and within the Lubbock community.



## FASHION AND MEDIA ENTERTAINMENT ASSOCIATION

 @FAMETexasTech

The CoMC Fashion & Entertainment Association gives students the opportunity to explore and self-develop within the ever-changing community of fashion and entertainment. Through professional outlets, networking, social media, and real world opportunities, students are able to participate in a vast industry through a variety of communication channels and resources.



## KAPPA TAU ALPHA

A national college honor society that recognizes academic excellence and promotes scholarship. Only those students who rank in the top 10 percent of their classes are considered for membership.

## MOTION PICTURE PROJECT

The Motion Picture Project is a student-run film organization that provides students with outside-of-the-classroom experience in editing, film production, story boarding, script writing, technique analysis and much more. Our weekly meetings consist of concept development, guest speakers, film technique research and the occasional movie day. The Motion Picture Project is open to students of all majors and classifications.



## RAIDER REPORT

Raider Report is an entertainment themed sports-talk-show that provides an energetic and engaging atmosphere with its staff and viewers. Run by students, the show is great for people who want to break into the sports or entertainment industry with experience in directing, camera operations, script writing, marketing, on-air-talent, and more. We aspire to bring the entertainment atmosphere of a large network to Texas Tech University through engaging interviews and conversation on air. Raider Report is open to all majors and classifications.



## SOCIETY OF PROFESSIONAL JOURNALISTS (SPJ)

SPJ is an organization for students interested in promoting high standards of ethical behavior in journalistic endeavors, learning about how to improve and protect journalism's vital role in informing citizens in a democracy, networking with professional journalists, participating in resume-building activities, and submitting projects to contests.



## TECH ADVERTISING FEDERATION (TAF)

The Tech Advertising Federation (TAF) is the Texas Tech chapter of the nationally recognized professional association, American Advertising Federation (AAF). This student-run organization is designed for any communication and business related majors to create networking opportunities and access/share industry insights. TAF brings in monthly guest speakers from media and advertising agencies across the U.S., conducts workshops run by industry professionals, tours agencies in Lubbock and either Dallas or Austin each year, and holds social events such as tailgates and trivia nights.



## TECH CREATIVE MEDIA ASSOCIATION

TCMA is a group for students who have an interest in visually expressive industries. The group regularly engages in media activities including filmmaking, photography, and graphic design, and it often provides creative services to other student organizations in CoMC and other colleges across the university.



## TECH PR

 @TxTechPR

Tech PR is the official student public relations association in the College of Media & Communication. The association provides members with career development, professional networking, and portfolio- and résumé-building opportunities.



## TECH ESPORTS ASSOCIATION

 @ttuesports

Tech eSports Association is a club comprised of a community of passionate gamers. The association provides opportunities to members and students to compete in eSports on a collegiate and professional level; playing for both scholarship and prize money. The association also encourages individuals to take on leadership roles and bring in community-based entertainment so that the club can work towards their goal: to establish an eSports program here at Tech.

## WOMEN'S PRODUCTION CLUB

The Women's Production Club is a group geared towards women to learn, support and create content together, using skills such as videography, photography, graphic design, creative writing and more. WPC allows members to network and collaborate with one another and to acknowledge women in the mass communication field.



# WHY COMC

In each of our degree programs, our students learn skills that hundreds of professional areas are looking for: **COMMUNICATION** within and external to organizations, companies and cultures; **working in a team environment**; **PROJECT MANAGEMENT**; creating and **EDITING** written reports, stories, scripts and copy for different audiences; analyzing information; and **USING TECHNOLOGY** to create and design **innovative methods to communicate information**.

Our graduates are working for companies and organizations such as Fossil, Dallas Cowboys, Southwest Airlines, Weber Shandwick, A.H. Belo Corporation, Raycom Media, Texas Rangers, The Marketing Arm, ESPN, NBC News, and hundreds of others.

Our students are getting photography published in magazines such as Texas Parks & Wildlife. Our students are working on projects with Texas Tech Athletics such as Double T Insider.

*Our #MyCoMC students are finding ways to get connected.*



# CoMC

Study Abroad Opportunities



# CoMC

Graduate Programs:

M.A. in Mass Communication

M.A. in Communication Studies

Online M.A. in Strategic  
Communication & Innovation

Ph.D. in Media & Communication

Graduate Certificates:

Advanced Digital & Social Media

Communication for Center Directors at  
Institutions of Higher Education

STEM Leadership Communication

Qualified CoMC students can earn  
their B.A. & M.A. within a year.

Read more at [ttugrad.org](http://ttugrad.org)

# WHAT IS THERE TO DO IN LUBBOCK?

## OUTDOOR PURSUITS:

- LUBBOCK
  - Golfing
  - Disc Golf
  - Parks
  - Walking Trails
  - McKenzie Park/Prairie Dog Town
  - Lubbock Water Rampage
  - Lake Alan Henry
  - Ransom Canyon
- PALO DURO CANYON (1.5 HR DRIVE)
  - Hiking
  - Mountain Biking
  - Horseback Riding
  - Camping
- CAPROCK CANYONS (2 HR DRIVE)
  - Bison & Wildlife Watching
  - Hiking
  - Fishing
  - Swimming
  - Boating
  - Mountain Biking
  - Horseback Riding
- BUFFALO SPRINGS LAKE (30 MIN DRIVE)
  - Wildlife Watching
  - Nature Trails
  - Auto Tour Loop
  - Observation Blinds
  - Camping & Picknicking
- NEW MEXICO MOUNTAINS
- RUIDOSO (4.5 HR DRIVE)
  - Skiing/Snowboarding
  - Snow Tubing
  - Hiking
  - Golf
  - Historic Museums
  - Casinos
  - Zipline
- TAOS (7 HR DRIVE)
  - Skiing/Snowboarding
  - Hiking
  - Mountain Biking
  - Camping
  - Rock Climbing
  - Llama Trekking
  - Fishing
- ANGEL FIRE (6 HR DRIVE)
  - Skiing/Snowboarding
  - Hiking
  - Mountain Biking
  - Rock Climbing
  - Zipline

## SHOPPING:

- SOUTH PLAINS MALL
- CANYON WEST (OPEN AIR MALL)
- WEST END (OPEN AIR MALL)
- KINGSGATE

## ENTERTAINMENT:

- BALLET LUBBOCK
- CACTUS THEATRE
- CATS THEATRE
- FIRST FRIDAY ART TRAIL (FFAT.ORG)
- LUBBOCK COMMUNITY THEATRE
- LUBBOCK SYMPHONY ORCHESTRA
- LIVE MUSIC
  - Bar PM
  - The Blue Light Live
  - Cactus Courtyard
  - Cafe J
  - Cagle Steaks
  - Funky Door
  - La Diosa
  - Las Brisas
  - Louie Louie's
  - The Roof
  - Rain Uptown
  - Stella's
- MOONLIGHT MUSICALS
- MUSEUMS
  - Buddy Holly Center
  - Bayer Museum of Agriculture
  - Lubbock Lake Landmark
  - Museum of Texas Tech
  - National Ranching Heritage Center
  - American Wind Power Museum
  - Silent Wings Museum
  - Science Spectrum
  - Charles Adams Gallery
  - TTU International Cultural Center
  - The Louise Hopkins Underwood  
Center for the Arts (LHUCA)
- STARS & STRIPES DRIVE-IN THEATRE
- VINEYARDS/WINERIES
  - Caprock Winery
  - Llano Estacado Winery
  - McPherson Cellars
  - Pheasant Ridge Winery

## SEE MORE AT:

[lubbockintheLOOP.com](http://lubbockintheLOOP.com) and [visitlubbock.org/visit/attractions](http://visitlubbock.org/visit/attractions)



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———— [comc.ttu.edu](http://comc.ttu.edu) ————

FIND US



MY ADVENTURE. MY DEGREE. #MYCoMC.