

DEPARTMENT NAME CHANGE

WHAT DOES THIS MEAN FOR ME?



WHEN WILL THE NAME OF THE DEPARTMENT OFFICIALLY CHANGE?

It already did! The name of the department changed from “Department of Public Relations” to “Department of Public Relations & Strategic Communication Management” at the start of January 2022.

DOES THIS MEAN THE NAME OF THE PR DEGREE ALSO CHANGES?

Yes, but it will happen in phases and may require you to make a choice, so please keep reading:

- PR students who are new to Texas Tech in Spring 2022 will automatically be changed from the B.A. in Public Relations to the B.A. in Public Relations & Strategic Communication Management (with the exception of international students whose visas may require the former degree name).
- If you’re graduating in any term in 2022, 2023, or in Spring 2024, your degree name will remain the same (B.A. in Public Relations) **UNLESS** you respond to the survey at the link below to tell us that you’d like your diploma to reflect the new degree name (B.A. in Public Relations & Strategic Communication Management).

[Click here to indicate your degree name preference](#)

- After May 2024, all degrees awarded by the department will reflect the new degree name, Public Relations & Strategic Communication Management. For international students whose visas require the old name, this means that Spring 2024 is the latest you can complete the B.A. in Public Relations—after Spring 2024, Texas Tech University will recognize only the new B.A. in Public Relations & Strategic Communication Management.

ARE THE REQUIREMENTS FOR THE NEW DEGREE ANY DIFFERENT?

No. All the degree requirements for the B.A. in Public Relations & Strategic Communication Management will be the same as they were for the B.A. in Public Relations, so no different/additional coursework is necessary.

WILL PR COURSES STILL BE LISTED WITH THE “PR” PREFIX IN THE CATALOG?

Starting with the Fall 2022 course catalog, PR courses will be listed as PRSC courses. All course numbers will remain the same.

WHAT IF I HAVE MORE QUESTIONS?

Contact Paloma Patridge, the PRSC advisor, at Paloma.Patridge@ttu.edu or 806-834-4750.



TEXAS TECH UNIVERSITY

Public Relations & Strategic
Communication Management

comc.ttu.edu/programs/publicrelations