

CAREERS OF OUR GRADUATES

Because a degree in public relations & strategic communication management is so versatile, most careers of our graduates don't actually include the words "public relations" or "strategic communication" in the job title. Here are a few examples of job titles of some of our graduates:

- Social Media Manager
- Director of Marketing
- Digital Strategist
- VP of Sports & Events
- Account Executive
- Digital Engagement Manager
- Content Coordinator
- Creative Director
- Public Information Officer
- Marketing Communications Manager
- Public Relations Manager
- Brand Manager
- Digital Marketing Coordinator
- Public Affairs Specialist
- Event Planner
- Media Relations Manager



GET INVOLVED FROM DAY 1

PRSSA

The Texas Tech chapter of PRSSA (Public Relations Student Society of America) is open to students interested in professional development, networking and increased practical knowledge for which future employers are looking. Members meet regularly with strategic communication professionals from a variety of corporations and agencies. More information can be found at raiderprssa.com.

RAIDERCOMM

RaiderComm is a student-run, full-service public relations and strategic communication management agency. It provides an opportunity for members to develop as professionals, learn new skills and apply their coursework to real-world accounts for a wide-range of clients. Members learn about new business development, client relation management and campaign implementation. More information can be found at raidercommpr.wixsite.com/rcpr.



TEXAS TECH UNIVERSITY

Public Relations & Strategic
Communication Management

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& STRATEGIC COMMUNICATION MANAGEMENT

@ TEXAS TECH UNIVERSITY





WHAT IS PR & STRATEGIC COMMUNICATION MANAGEMENT?

Using various forms of communication, those who major in public relations & strategic communication management learn to manage the relationships that are necessary for an organization's success. You might even say our graduates are strategic storytellers. As a public relations & strategic communication management student at Texas Tech University, you'll learn how to create and deliver engaging written, digital and face-to-face messages. You'll also learn how to manage integrated communication programs, campaigns and resources so you can effectively advocate for the organizations and causes that are important to you—in any industry! Texas Tech public relations & strategic communication management majors develop proficiency in:

- Strategic communication
- Writing & media relations
- Leadership & professionalism
- Advocacy & activism
- Data analysis/research
- Digital/social media
- Strategic planning
- Global communication & diversity
- Ethics
- Critical thinking

ELECTIVES

The degree in public relations & strategic communication management requires Group A, B and C electives in order to enrich students with well-rounded industry knowledge.

GROUP A (choose 9 hours)

- PRSC 2330
- PRSC 3351
- PRSC 3352
- PRSC 3353
- PRSC 3354
- PRSC 3390
- PRSC 4300
- PRSC 4301 (various topics; repeatable)
- PRSC 4310
- PRSC 4351

GROUP B (choose 9 hours)

Any 9 credit hours from any major in the College of Media & Communication (pre-requisites may exist for some courses).

GROUP C

Any 15 credits hours from inside or outside the College of Media & Communication (pre-requisites may exist for some courses).

* Please see an advisor for more information and to ensure choices fit in the degree plan. The course prefix change from PR to PRSC is effective Fall 2022.



UNDERGRADUATE MINOR

A minor in public relations & strategic communication management consists of a minimum of 21 hours, at least 12 of which must be completed in residence at Texas Tech University. To earn the minor, students must complete:

- MCOM 1300
- PRSC 3300 or MCOM 3300
- PRSC 4380 or MCOM 3380*
- PRSC 2310
- PRSC 3311

Plus 6 hours of electives chosen from:

- PRSC 2330
- PRSC 3351
- PRSC 3352
- PRSC 3353
- PRSC 3354
- PRSC 4301 (various topics; repeatable)
- PRSC 4310
- PRSC 4350
- PRSC 4351

* MATH 2300 ("C" or better) is required prior to enrolling in either class.

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