WELCOME!

Congratulations on your selection of the College of Media & Communication at Texas Tech University! We are thrilled to welcome you to the CoMC family. Here you will find community, endless academic opportunities, and fun experiences like no other. Use this guide as a helpful tool to navigate your first year as a Red Raider.

QUESTIONS?

Have questions? We are here to help! Here are a few key contacts to help you tackle your first year.

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WHAT TO EXPECT
DURING MY FIRST YEAR AT TEXAS TECH UNIVERSITY

NEW EXPERIENCES

Explore CoMC Join us each semester for the CoMC Student Welcome event to learn about the different departments, student organizations and student opportunities.

Student Organizations CoMC offers more than 30 student opportunities to get plugged in outside of the classroom.

Study Abroad Students are encouraged to participate in one of our study abroad programs to earn academic credit while building their professional portfolios. Ask an academic advisor for more information!

COURSE FORMATS

M/W/F: Fifty-minute classes are scheduled on Mondays, Wednesdays, and Fridays.

T/TH: Eighty-minute classes are scheduled on Tuesdays and Thursdays.

Check your schedule to see if your classes are face-to-face, hybrid (in-person & online) or online.

No-Credit Labs: A not-for-credit lab period may be a required class that offers you a chance to get more supplemental instruction in a subject. Common courses that use not-for-credit lab periods are ….Life and Physical Science, Oral Communication and some Written Communication courses.
ACADEMIC ADVISING 101

What is an academic advisor?
An academic advisor does more than just course planning. We help navigate your college career and other areas of student success. We can help you stay on track with your degree plan and connect you with academic and professional networking resources on campus.

Why should I meet with an advisor during the semester?
Stay on track with your degree and prepare for course registration with an advisor. It allows our team to learn more about your career goals and better tailor courses to fit your area of interest.

When should I meet with an advisor?
It is highly recommended that you meet with an advisor before course registration. Whether you have questions about joining a student organization, adding a minor, or studying abroad, meeting with an advisor is an excellent first step.

How do I schedule an appointment and how long do they last?
Schedule an appointment at success.ttu.edu or visit the advising office in CoMC Room 169. Most advising appointments are scheduled for 30 minutes.

What should I expect from a meeting with an advisor?
Expect questions about your current semester (what do you like about the classes you are taking, what do you not like, what are your grades) as well as questions about your future goals, career aspirations, and the number of hours you feel comfortable taking each semester. From there, they can help you plan out courses, estimate a graduation date, and help you get involved with student organizations and opportunities.

How do I know what classes are required for my degree plan?
Degree Works is a great place to start. Degree plans are also available to students who might be interested in changing majors and want to see an outline of all the necessary classes to complete a degree program.

What can I do to begin course planning for next semester?
One frequently used advising tool is your Degree Works page. This is an online degree plan that syncs with your transcript, giving you a look at how your credits apply to your major. Another way to plan for a future term is by utilizing your registration tools on Raiderlink. Applications such as Schedule Builder, Plan Ahead and Browse Classes are beneficial for course planning.

What do I do if I want to change my major or add a minor?
Meet with one of our advisors to change your major or add a minor within the college. If you want to change your major or minor outside of the college, you should contact an advisor in the other desired major or department.

How should I prepare for a meeting with an advisor?
If you are meeting with an advisor to make your schedule for an upcoming semester, it is beneficial to review your Degree Works before your appointment. If you need help with transfer hours, please bring your academic transcript or other documentation.
ADVERTISING

• Develop an understanding of creative & business-related aspects of advertising
• Learn to solve communication problems with creative and critical thinking

COURSES OFFERED IN
• Creative Strategy & Media Planning
• Copywriting
• Sales
• Account Services
• Design

COMMUNICATION STUDIES

• Focus on personal, professional and public communication
• Develop skills such as effective speaking, writing, relationship-building and critical thinking

COURSES OFFERED IN
• Interpersonal Communication
• Organization Communication
• Cultural Communication
• Popular Culture & Public Affairs
• Success in Media & Communication
DIGITAL MEDIA & PROFESSIONAL COMMUNICATION

• Navigate dynamic career pathways that exist in media & communication
• Apply knowledge to solve problems facing media & communication industries, companies and audiences

CREATIVE MEDIA INDUSTRIES

• Become a digital storyteller
• Create creative media content
• Distribute and analyze media content

COURSES OFFERED IN

• Film
• Television
• Gaming & Interactive Media
• Audio
• Photography
• Writing

COURSES OFFERED IN

• Media, Technology & Society
• Digital Gaming & Culture
• Sports & Media
• Visual Communication
MEDIA STRATEGIES

• Innovate and succeed in any industry or entrepreneurial venture
• Learn practical aspects of multimedia startups
• Develop a business model
• Pitch ideas to investors

COURSES OFFERED IN
• Digital, Brand & Social Media Strategy
• Media Analysis & Research
• Ecommerce
• Media Consulting & Management
• Communication Planning

JOURNALISM

• Become a multimedia storyteller
• Produce news and information for a variety of media platforms

COURSES OFFERED IN
• Reporting
• Producing
• Editing
• Photography
PUBLIC RELATIONS & STRATEGIC COMMUNICATION MANAGEMENT

- Learn to manage relationships necessary for an organization’s success using various forms of communication
- Create and deliver engaging written, digital and face-to-face messages
- Manage integrated communication programs, campaigns and resources to advocate for organizations and causes important to you

COURSES OFFERED IN

- Corporate communication
- Sports
- Nonprofits
- Government & Politics
- Marketing
- Success in Media & Communication

UNDERGRADUATE CERTIFICATES

Undergraduate students at Texas Tech University are encouraged to take advantage of the opportunity to earn certificates to set themselves apart in the professional world.

THE COLLEGE OF MEDIA & COMMUNICATION OFFERS FIVE UNDERGRADUATE CERTIFICATES:

- Entertainment Media
- Game Design and Culture
- Motion Picture Production
- Sports Media
- Strategic Communication Management

CoMC students are encouraged to speak with their adviser to determine if earning a certificate would impact their degree plan or anticipated graduation date.

Students may also be interested in learning about the graduate certificates offered by the College of Media & Communication.
AS A MAJOR IN THE COLLEGE OF MEDIA & COMMUNICATION, YOU GET PLUGGED INTO YOUR COURSES ON DAY ONE.

FIRST-YEAR RECOMMENDATIONS

**FIRST SEMESTER COURSE PLANNING PAGE**
Using Degree Works, write down courses you would like to take in your first semester.

YES, YOU CAN TAKE OTHER COURSES!
Talk to your advisor about what other options exist that fit your degree plan during your first year at Texas Tech University. The other TTU courses you take depend on several factors:

- Your academic degree plan
- Any dual-credit, AP, IB and other colleges credits that apply to your degree plan
- State of Texas credits related to foreign language – Texas Tech University minimum foreign language graduation requirement (CoMC does not require foreign language if you have successfully completed two years of the same foreign language in high school)
- Any academic minor or additional major you plan to pursue
- State of Texas and Texas Tech University graduation-required courses

**Some backup options for all CoMC first-year students:**
- COMS 2310 - Language, Philosophy & Culture
- MCOM 2301 - Creative Arts
- MCOM 2330 - Language, Philosophy & Culture
- MCOM 2350 - Multicultural
FINANCIAL AID & SCHOLARSHIPS

- FAFSA opens December/January at www.fafsa.ed.gov. Students applying for scholarships and/or financial aid need to complete their FAFSA each year.

- Apply for TTU scholarships at www.scholarships.ttu.edu
  - TTU Scholarship Application Deadlines
    - Dec 1 - Incoming Freshman Scholarship Priority Deadline (application included in TTU admissions application)
    - Feb 1 - Current Student Scholarship Application Deadline
    - July 31 - Incoming Transfer Student Scholarship Deadline

- For more information about CoMC Scholarship opportunities, visit https://www.depts.ttu.edu/comc/students/scholarships/.
- Along with financial aid and university scholarships, be sure to explore external scholarship opportunities beyond Texas Tech University.

CoMC QUICK FACTS & TERMS

**CRN – Course Registration Number**
This number is used to register for classes. Each class and each lab or discussion will have a unique CRN that indicates a specific section of that class or lab.

**Double Dipper**
In advising, some classes are referred to as double dippers. These classes can count in your Texas state core curriculum requirements and for your major, which may save you from taking an additional course. We do not count the hours twice, but we can count the course twice.

**Maymester/Wintermester**
Both terms refer to short intersession courses offered during the break between fall and spring semesters. Typically, you would be allowed to take one class per intersession, and it covers approximately two weeks. NOT all classes are offered in these intersessions, so speak to an advisor about the options available to you.

**What do course numbers represent?**
- First Number = classification
- Second Number = hours of the class
- Third & Fourth Number = distinguishing numbers of the course (you don’t have to know these)
- Example: MCOM 1300 = freshmen level, three-hour class

**Why do I need my R-Number?**
Your R# is your unique Texas Tech ID number for all your protected academic and personal information. You should never give out your R# to non-faculty or staff. Your R# functions like your Social Security Number. Be sure to carry your RaiderCard or memorize your number.
CoMC BUILDING
GET TO KNOW YOUR HOME AWAY FROM HOME

The Classroom Building
CoMC major specific classes will take place in the CoMC building from the basement to the 3rd floor. Some classes adventure outside of the class walls for experiential learning purposes where you might be learning in a studio, outside or other areas across campus.

The Rotunda
The rotunda is the dome-like space located on the north side of the CoMC building. Student Media, which is home to The Daily Toreador and the La Ventana (Room 180), can be found at the entrance of the rotunda.

The Tower
The tower is located on the west side of the CoMC building and is 12 stories tall. It houses various departments on each floor. Many of your CoMC professor’s office hours will likely be held in their office in the tower.

Scan the code below to access a virtual map of the building!

DAY ONE OPPORTUNITIES
Ask your advisor how to get involved in several media opportunities starting your first semester including MCTV, Toreador Media, KTXT-FM, RadierVision, RaiderComm and so many others to gain real-world experience and/or academic credit.

STUDENT OPPORTUNITIES

Ad Team
Association for Women in Communications
Communication Studies Society
The Daily Toreador
Diversity in Media Organization
Dean’s Student Ambassadors
Debate Team
Fashion and Media Entertainment Association
The Hub@TTU
International Association of Business Communications
Kappa Tau Alpha
KTXT-FM 88.1 The Raider
MCTV Newscast
Peer Co. Mentor Program
Pi Delta Alpha
Public Relations Student Society of America
RaiderComm
Society of Professional Journalists
Tech Advertising Federation
Tech Creative Media Association
Tech Esports Association
TTU Women’s Production Club
Tech Virtual Reality Club
Women Make Movies
RAIDER SUCCESS HUB
YOUR HOME FOR REGISTRATION, FINANCIAL AID, TRANSCRIPTS
AND SCHEDULING APPOINTMENTS WITH YOUR SUCCESS TEAM.

Register for courses On the Success Hub Registration page, you can add or drop a class, view your class schedule, program enrollments, files and holds.

Schedule an advising appointment Scheduling appointments with your Success Team is easy. Find your success team members and make appointments to change your major or explore programs. All your Appointments can be viewed and managed on the homepage of Raider Success Hub.

Find financial aid information On the Billing & Financial Aid page you can connect with Student Business Services, find billing, financial aid and scholarship information as well as important dates!

Find resources & get involved! Find helpful campus resources like Student Health Services, Raider Red’s Food Pantry, Tutoring, University Recreation, Campus Access & Engagement, Housing and Dining, Study Abroad and Raider Safety.

Raider Success Hub is an online platform that will guide your educational experience toward success by removing limits to when, where and how you are able to connect with your academic Success Team. You will be able to connect with Success Team members - academic advisors, success specialists, financial aid advisors and career advisors – to get the help you need when you need it.

Login http://success.ttu.edu/
Email help.success@ttu.edu
FOLLOW ALONG

#MyCoMC
#AnyIndustryAnywhere