

New Student Guide



COLLEGE OF
**MEDIA &
COMMUNICATION**

TEXAS TECH

WELCOME!

Congratulations on joining Texas Tech's College of Media & Communication! We're excited to welcome you to the CoMC family. This guide will help you navigate your first year, connect with our community, and explore academic and social opportunities to prepare you for jobs in a number of industries.



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!



ADVERTISING

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

Courses offered in

- Creative Strategy & Media Planning
- Copywriting
- Sales
- Account Services
- Design





Communication Studies



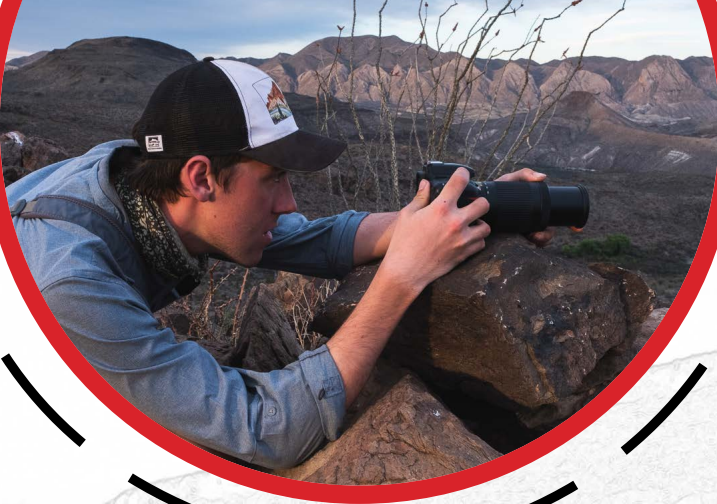
Program Available Fully Online

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

Courses offered in

- Interpersonal Communication
- Organizational Communication
- Cultural Communication
- Popular Culture & Public Affairs
- Success in Media & Communication





Creative Media Industries

- Become a digital storyteller
- Create media for text, video, audio and visual platforms
- Distribute and analyze media content

Courses offered in

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



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

Courses offered in

- Media, Technology & Society
- Corporate Communication
- Business Writing
- Data Visualization and Analysis
- Media Entrepreneurship



**Program
Available
Fully Online**



Journalism

- Become a multimedia storyteller
- Produce news and information for a variety of media platforms including social, print, broadcast and online



Courses offered in

- Reporting
- Producing
- Editing
- Photography
- News Writing



Public Relations & Strategic Communication Management



Program Available Fully Online

- 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



Academic Advisors

Your success team



Senior Director of Advising:
Julia Heard Witt



Creative Media
Industries Advisor,
Associate Director of
Advising: Donald Ellis



Advertising
Senior Advisor:
Angelica Onigbinde



Journalism,
Digital Media &
Professional Communication
Senior Advisor:
Jose Andino



Communication
Studies Advisor:
Marissa Lopez



Public Relations &
Strategic Communication
Management Advisor:
Rachel Speer



Online Programs Advisor:
Price Bigham



Undergraduate Affairs
Coordinator:
Sondra Benezé

QUESTIONS? Contact an advisor!



advising.comc@ttu.edu



CoMC 169

Scan for all things advising!



806.742.6500



Academic Advising 101

What is an academic advisor?

Advisors help with more than course planning—they guide your college journey, keep you on track with your degree, and connect you to academic and professional resources.

Why should I meet with an advisor during the semester?

Advisors ensure you're on track for graduation, help with course selection, and align your studies with career goals.

When should I meet with an advisor?

Meet before course registration or anytime you have questions about student organizations, minors, or study abroad opportunities.

How do I schedule an appointment?

Book at success.ttu.edu or visit CoMC Room 169. Appointments typically last 30 minutes.

What should I expect from a meeting with an advisor?

Advisors discuss your current courses, career goals, and workload to help you plan courses, estimate graduation, and find student opportunities.

How should I prepare for a meeting with an advisor?

Review Degree Works beforehand. For transfer credits, bring your academic transcript.

How do I know what classes are required for my degree plan?

Check Degree Works or review degree plans if considering a major change.

What can I do to begin course planning for next semester?

Use Degree Works and Raiderlink tools like Schedule Builder and Browse Classes for course planning.

What do I do if I want to change my major or add a minor?

For CoMC majors/minors, meet with an advisor. For other departments, contact an advisor in that area.

CoMC Quick Facts & Terms

CRN – Course Registration Number

A unique code for each class, lab, or discussion section used for registration.

Double Dipper

Courses that count toward both Texas core curriculum and major requirements, reducing extra coursework (though hours aren't counted twice).

Maymester/Wintermester

Short, intensive courses offered between semesters, typically lasting two weeks. Availability varies, so check with an advisor.

What do course numbers represent?

- Example: MCOM 1300 = First-Year level, 3-hour course
 - 1st digit – Classification level
 - 2nd digit – Credit hours
 - 3rd & 4th digits – Course identifier

Why do I need my R-Number?

Your unique Texas Tech ID for academic and personal records. Keep it secure and carry your RaiderCard.

Course Formats

Monday/Wednesday/Friday: 50-minute classes

Tuesday/Thursday: 80-minute classes

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

No-Credit Labs: Required for some courses (e.g., Life & Physical Science, Oral & Written Communication) to provide extra instruction.

Minors & Certificates

Undergraduate students at Texas Tech University are encouraged to take advantage of the opportunity to enhance their degree plans with minors and certificates that will set themselves apart in the professional world.

Minors we offer:

- Commercial & Editorial Photography
- Game Studies
- Esports
- Advertising
- Creative Media Industries
- Public Relations & Strategic Communication Management
- Communication Studies
- Professional Communication
- Journalism



Learn more about minors.

Undergraduate certificates we offer:

- Entertainment Media
- Game Design and Culture
- Motion Picture Production
- Sports Media
- Strategic Communication Management
- Workplace Communication Essentials (online students only)

CoMC students are encouraged to speak with their advisor to determine how a minor and/or certificate fits into their degree plan.



Learn more about certificates.

Day One Opportunities

Ask your advisor how to get involved in opportunities starting your first semester to gain real-world experience and/or academic credit.

Student Opportunities



- Ad Team
- Association for Women in Communications
- Communication Studies Society
- 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
- MACRO
- MCTV Newscast
- Peer Co. Mentor Program
- Pi Delta Alpha
- Public Relations Student Society of America
- RaiderComm
- RaiderVision
- Society of Professional Journalists
- Tech Advertising Federation
- Tech Creative Media Association
- Tech Esports Association
- Toreador Media
- TTU Women's Production Club
- We Make Movies

CoMC Connections

Your go-to resources for getting involved, student success & career support!



Lori Jones

Unit Manager for Student Success

lori.jones@ttu.edu | 806.834.6714

Looking for ways to connect and make the most of your college experience? Whether it's joining our peer mentorship program, finding student organizations, or exploring engagement opportunities, Lori Jones is here to help you get plugged in and find the right fit for you!



Sasha Wilson

Unit Manager for External Relations & Outreach

sasha.wilson@ttu.edu | 806.834.1540

Sasha Wilson is your go-to contact for career development, from internship credit and resume-building to interview preparation and feedback on your materials. With personalized guidance, she'll help you navigate your path and reach your professional goals!



Amber Hemphill

Student Success Specialist

amber.hemphill@ttu.edu | 806.834.0281

Amber Hemphill is here to support you beyond the classroom by connecting you to campus resources for academic, professional, and personal success. Whether you need help with time management, mental health resources, finances, or getting involved, she's here for you!

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 venture outside the classroom 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 (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 professors' office hours will likely be held in their office in the tower.

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



Financial Aid & Scholarships

Application Process

The College of Media and Communication scholarships are awarded once a year during the spring semester for the following academic year (fall, spring, and summer).

To be eligible for CoMC scholarships, you must submit a current student application available on the TTU Scholarships website.

Need-based scholarships are awarded based on applicants' federal student financial aid data (FAFSA or TAFSA) and other academic requirements. We encourage all students to submit a FAFSA application every year to be considered.

Common Deadlines

December: FAFSA Opens

February 1 - Continuing Student Scholarship Deadline

External Opportunities

Additional scholarship opportunities will be shared through our newsletters during the semester. To learn more about scholarships, scan the QR code below.

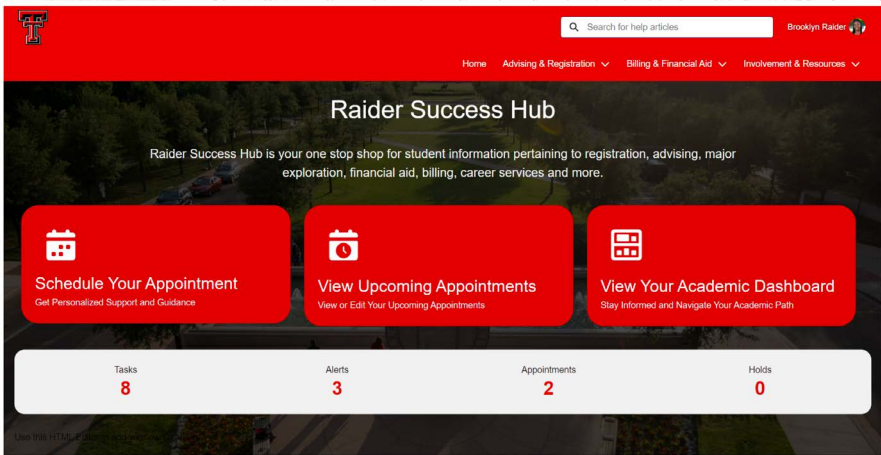


**Scholarship
Info!**



Raider Success Hub

Your home for registration, financial aid, transcripts and scheduling appointments with your success team.



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 Scan to access the Raider Success Hub
Email help.success@ttu.edu



Success.ttu.edu

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.

Registration

[Schedule Appointment](#) [Add/Drop Class](#) [Schedule Builder](#) [Registrar Dashboard](#) [Important Dates](#) [View Unofficial Transcript](#)

[My Degree Plan](#)

My Holds

Hold Name	Description	From Date	To Date	Original...
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[I'm Not Returning Next Semester](#)

Additional Resources

- [Registration FAQs](#)
- [When Can I Register?](#)
- [Am I Ready to Register?](#)
- [Registration Errors Explained](#)
- [Look Up Classes](#)
- [Renewed Enrollment Verification](#)



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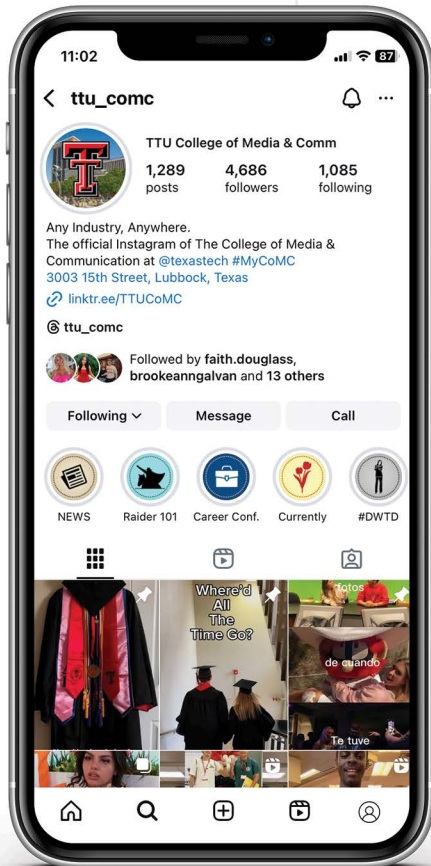
FOLLOW ALONG



 @TTUCoMC

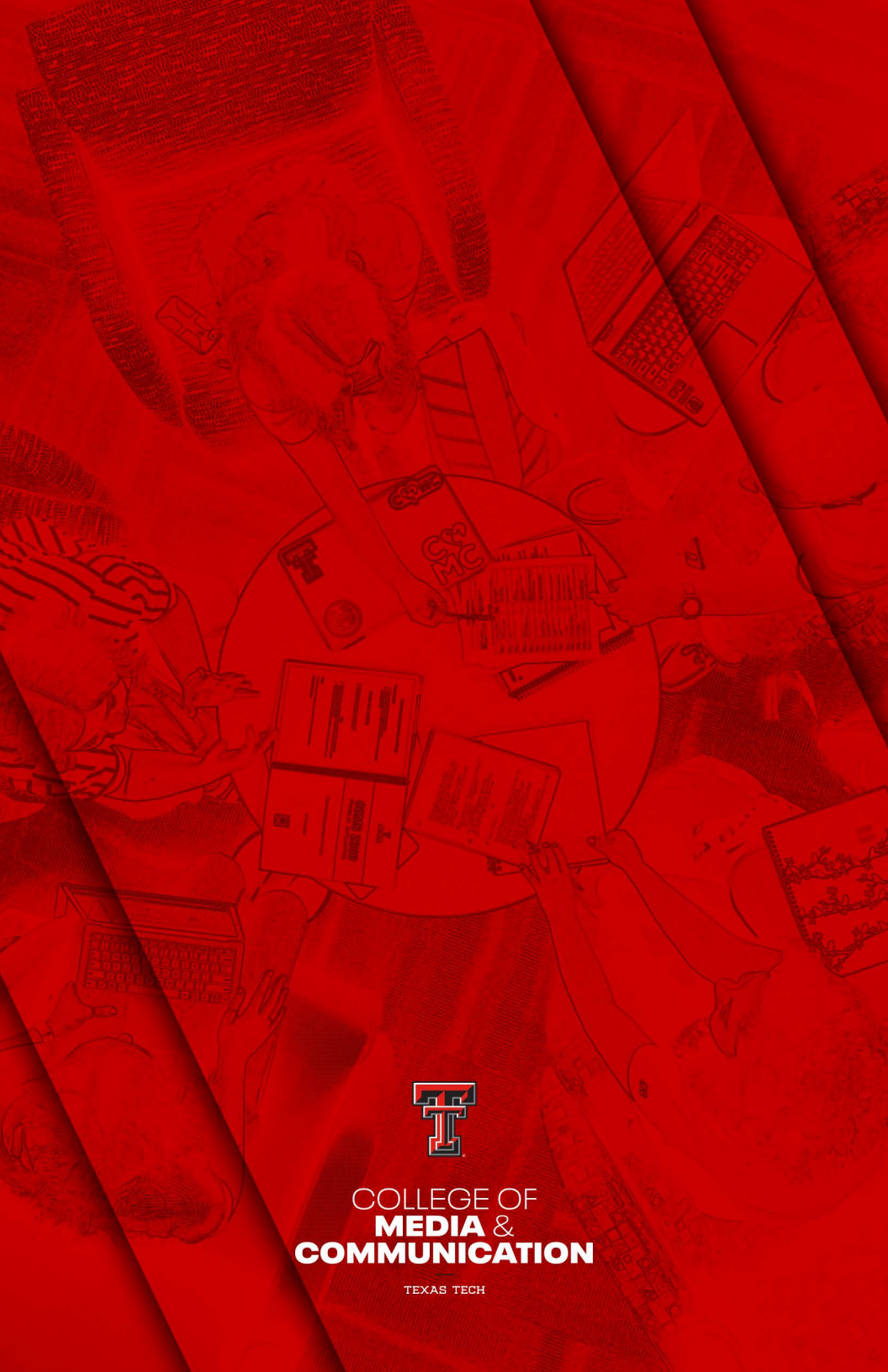


 @ttu_comc



Notes

A series of horizontal dotted lines for writing notes.



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