

ANY INDUSTRY. ANYWHERE.

 | It's **Your** Turn.



COLLEGE OF
**MEDIA &
COMMUNICATION**

TEXAS TECH

**YOUR SKILLS.
ANY INDUSTRY.
ENDLESS POSSIBILITIES.**



FROM HERE, IT'S POSSIBLE.

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Our alumni are making an impact in these careers, and your path could be next!

SPORTS MEDIA

- Sports Broadcaster
- Sports Content Creator / Social Media
- Sports Marketing Manager

OUTDOOR MEDIA

- Media Planner
- Creative Director in Outdoor Media
- Client Advertisement Manager

TRAVEL & TOURISM

- PR Manager in Travel & Hospitality
- Tourism Marketing
- Global Brand Manager

ENTERTAINMENT

- Social Media Manager / Digital Strategist
- Entertainment Publicist
- Media Correspondent
- Event Management

SCIENCE & ENVIRONMENT

- Science Journalist
- Environmental PR Specialists
- Documentary Producer

FASHION & BEAUTY

- Fashion Influencer
- Fashion & Beauty PR Specialists
- Editor / Journalist in Beauty & Fashion
- Brand Manager

POLITICS & LAW

- Political Communications Director
- Attorney
- Political Correspondent
- Public Affairs Specialist

GLOBAL COMMUNICATION

- International Public Relations Specialist
- Global Marketing Strategist
- Cross-Cultural Communications Consultant

SOCIAL MEDIA

- Social Media Manager
- Content Creator / Digital Strategist
- Data Analytics

NEWS & JOURNALISM

- Multimedia Journalist
- News Anchor
- News Producer

CORPORATE & BUSINESS COMMUNICATION

- Internal Communication Manager
- Digital Advertising Specialist
- Crisis Communications Coordinator

HEALTHCARE COMMUNICATION

- Medical Sales Rep
- Medical Marketing Specialist
- Patient Relations Manager

IT'S YOUR TURN

Welcome to the College of Media & Communication at Texas Tech University - where innovation meets inspiration, and your journey in shaping the future of media begins! It's Your Turn to embark on a transformative experience that will prepare you for a dynamic career in the ever-evolving world of communication.

CoMC is more than just a college; it's a launchpad for your dreams and aspirations. Here you will find community, endless student opportunities, a home away from home and exceptional degree programs designed to nurture your passions.

Your Success, Their Stories

Our alumni have left an indelible mark on the media and communication industry. Hear from those who were once in your shoes, and discover how the College of Media & Communication at Texas Tech shaped their success:



"CoMC instilled in me the importance of being involved with your community. The opportunities CoMC had for involvement helped me understand the importance of time management and priorities, which helped my career."

LAUREN LOCKE
Senior Producer
PGA of America



Apply Now! It's Your Turn!

It's Your Turn to apply, learn, and thrive in an environment that values innovation, creativity and excellence.

Ready to take the first step? Apply now and embark on a journey that will shape not just your future, but the future of media and communication. It's Your Turn. Seize the opportunity and redefine what's possible in the world of media and communication!

ALUMNI IN ACTION



"I'm a proud alumna of the College of Media & Communication. Whether I can give back via my scholarship endowment, mentor a student looking for career advice, or share lessons learned in the classroom, I do so happily and with the knowledge that I'm paying it forward and helping my Red Raider Family as it once helped me."

LINDA RUTHERFORD
Advisor, Southwest Airlines
Board of Directors, Cullen Frost Bank



"The College of Media & Communication influenced my methodology in addressing complex problems with a distinctive and authentic personal flair. The encouragement from my professors inspired me to push past conventional boundaries to address emerging challenges."

DONTE PHILLIPS
Senior Communications Specialist
Wisconsin Department of Justice



"Anything you want to do, the College of Media & Communication has something for you that will add great value to your life."

MATT WILSON
Senior Vice President, Sports & Events
Arlington Convention and Visitors Bureau



"My time at Texas Tech's College of Media & Communication gave me the skills and confidence to succeed in sports and entertainment. Hands-on learning and real-world opportunities honed my strategic thinking, communication, and work ethic."

LYNN CALOMENI
Brand Director
Sports Illustrated Swimsuit

GET STARTED AT CoMC



Brooke Galvan

Lead Recruiter

brooke.galvan@ttu.edu

806.834.7810



Faith Douglass

DFW Recruiter

faith.douglass@ttu.edu

806.834.2547

Ready to start your CoMC journey? We are here to support you as you navigate your college search. Contact our recruiting team for questions related to the application process, degree offerings, student opportunities, and finding your home away from home at CoMC.

ACADEMIC ADVISING

Our academic advisors are ready to help you navigate your college career and other areas of student success. With their expertise, you'll be walking across the stage in no time.



advising.comc@ttu.edu



806.742.6500



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CAMPUS CONTACTS

Hospitality Services: 806.742.1360 | hospitality@ttu.edu

Orientation Services: 806.742.2993 | orientation@ttu.edu

Student Financial Aid & Scholarships:

806.742.3681 | finaid.advisor@ttu.edu

Transportation & Parking Services:

806.742.7272 | parking@ttu.edu

University Student Housing: 806.742.2661 | housing@ttu.edu

YOUR CAREER STARTS HERE

Explore CoMC Explore degree options and unlimited career pathways at the College of Media & Communication. Are you interested in learning about a career related to social media, brand management, sports, corporate and client communications, audio and visual storytelling, global communications, game design, esports, news and information, non-profit, entertainment media and more? CoMC is the place for you!

Student Organizations CoMC offers more than 30 student opportunities to get plugged in outside of the classroom and gain real-world experiences.

Study Abroad Students are encouraged to participate in one of our study abroad programs to earn academic credit while building their professional portfolios. Study abroad locations have included Costa Rica, Iceland, Italy, London, New Zealand, Paris, Spain, Tokyo and more.

CoMC GRADS AT A GLANCE



86% Build Careers in Texas

Our alumni choose to launch their careers in Texas. With a strong Red Raider network across the state, you'll have connections wherever you go.



Thriving in Competitive Careers

Job titles go beyond traditional advertising, public relations and journalism titles. From content creation to management, sales, real estate and more, graduates step into high-demand roles that shape industries.



Strong Salaries from Day One

The college average salary for CoMC grads within the first five years of their career is around \$63K.



National & Global Footprint

From Texas to California, New York to Florida, and cities around the globe, CoMC grads are making their mark.

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FROM OUR STUDENTS...



MICHAEL HARRIS

Degree: Public Relations & Strategic Communication Management

What made you decide on your major in CoMC?

I chose to major in Public Relations and Strategic Communication Management at CoMC to be part of the growing sports industry, which I believe could benefit from more Gen Z influence across various media. Texas Tech Athletics, for example, does an excellent job of building community and telling stories through PR.



KENNEDY KILGORE

Degree: Advertising

What advice do you have for prospective students?

My advice is to get involved early and fully immerse yourself in each class. Listen to others' perspectives and be comfortable being the youngest or the newest person in the room; you can learn so much from those ahead of you. Most importantly, go to class and take advantage of all the resources CoMC offers. The faculty and alumni are always willing to help if you make the effort to connect. event that will provide you with plenty of opportunities.

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FROM OUR STUDENTS...



EMMA HUNZEKER

Degree: Communication Studies
Minor: General Business

How has your undergrad experience prepared you for your future industry so far?

My time here at CoMC has prepared me for my future career in ways I could never imagine. After graduation, I plan on becoming an event/wedding planner in the DFW area. The beauty of the coursework here at Texas Tech is that I will be prepared for whatever career or task crosses my path.



SABRINA OSORIO

Degree: Digital Media & Professional Communication (online)

How do you stay connected to the CoMC community while learning remotely?

The CoMC community is so welcoming and supportive that I feel a sense of belonging. My professors do an amazing job of regularly engaging with us as online students and helping us connect with classmates through discussion boards and Zoom-based class projects. I also follow CoMC social media channels which allows me to stay engaged and celebrate those moments of achievement at CoMC!

ADVERTISING

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

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



CREATIVE MEDIA INDUSTRIES

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

COURSES OFFERED IN

- Video Production
- 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
- Develop critical skills for business success across a variety of industries

COURSES OFFERED IN

- Media, Technology & Society
- Corporate Communication
- Business Writing
- Data Visualization & 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
- Digital Journalism Production
- Broadcast Journalism
- Media & Communication Law



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

- Sports PR
- Advocacy & Activism
- PR Event Management
- Political PR
- PR for Nonprofits
- Crisis Communication



PROGRAM AVAILABLE
FULLY ONLINE

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It's **Your** Turn.

ONLINE PROGRAMS

Earn your bachelor's degree online with flexible, high-quality programs designed for career readiness and advancement.

COMMUNICATION STUDIES

100% Online, Asynchronous, Hybrid – Lubbock

Build strong leadership, speaking, and interpersonal skills. Ideal for active students and working professionals, this program explores how communication shapes relationships, organizations, and society—preparing graduates for success in business, law, public service, nonprofits and beyond.

DIGITAL MEDIA & PROFESSIONAL COMMUNICATION

100% Online, Asynchronous (Online +)

Designed for those ready to launch or elevate their careers in the dynamic field of digital media. This flexible program prepares students to thrive in social and digital media, marketing, corporate communication, and more—with a focus on real-world skills and career-ready experiences.

A 2+2 transfer program is offered to those with an Associate of Arts or Associate of Science degree who are core complete. These students may only need 60 hours to complete their bachelor's degree.

PUBLIC RELATIONS & STRATEGIC COMMUNICATION MANAGEMENT

100% Online, Asynchronous, Hybrid – Lubbock

Learn to craft strategic messages, manage brand reputations, lead communication campaigns, and deliver effective messaging across diverse platforms and audiences. This flexible program equips career changers or aspiring communication leaders with in-demand skills for careers in corporate communications, nonprofit outreach, government affairs, digital marketing, and more.



SCAN FOR MORE INFORMATION

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.



DAY ONE OPPORTUNITIES

Take advantage of several media opportunities such as MCTV, Toreador Media, KTXT-FM, RaiderVision, RaiderComm, and so many others where you can gain valuable real-world experience and/or academic credit.

STUDENT ORGANIZATIONS | It's Your Turn.

- | | |
|--|---|
| • Ad Team | • MACRO |
| • Association for Women in Communications | • MCTV Newscast |
| • Communication Studies Society | • Peer Co. Mentor Program |
| • The Daily Toreador | • Public Relations Student Society of America |
| • Dean's Student Ambassadors | • RaiderComm |
| • Debate Team | • RaiderVision |
| • Fashion and Media Entertainment Association | • Society of Professional Journalists |
| • The Hub@TTU | • Tech Advertising Federation |
| • IABC - International Association of Business Communicators | • Tech Creative Media Association |
| • Kappa Tau Alpha | • Tech Esports Association |
| • KTXT-FM 88.1 The Raider | • Think Tank |
| | • We Make Movies |



FINANCIAL AID & SCHOLARSHIPS

- FAFSA opens October 1, 2025 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 - Fall Priority Admission/Scholarship Deadline (New First Time)
 - Jan. 1 - Fall Priority Scholarship Deadline (Transfer)
 - Jan. 15 - FAFSA State Priority 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.



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FOLLOW ALONG



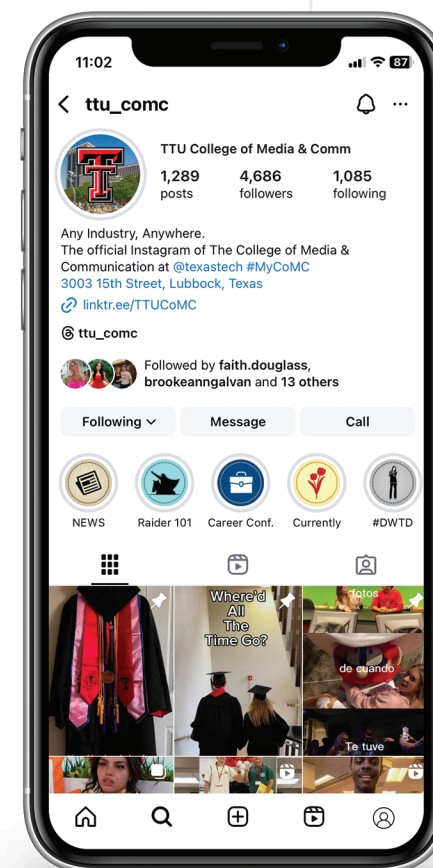
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NOTES





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