



TEXAS TECH UNIVERSITY
College of Media
& Communication™

QUESTIONS?

Our recruiters would love to hear from you

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APPLY NOW

You belong at CoMC

To Apply:

- Submit an application through www.applytexas.com
- Submit the \$75 application or fee waiver
- Submit official transcripts (high school and/or college)
- Submit your official SAT and/or ACT scores

Notification of decision may take 2-4 weeks. Check your application status and get the latest updates by creating a Raider Connect account at: raiderconnect.ttu.edu

FRESHMAN PRESIDENTIAL SCHOLARSHIPS

Learn more at: www.scholarships.ttu.edu

Presidential Scholarships are awarded to entering first-time freshman who show exceptional academic ability through superior test scores and class ranking. Annual award amounts pay one-half toward fall and one-half toward spring terms. They are guaranteed, provided you are admitted prior to April 15th. If you are a non-resident awarded a Presidential Scholarship, you will also qualify to pay in-state tuition. Complete admissions requirements early as Presidential Scholarship awards will be limited after April 15th.

ACADEMIC REQUIREMENTS	AWARD AMOUNT	RENEWAL REQUIREMENTS
National Merit Finalist	\$25,000	3.5 GPA & 15 hrs
1400* or 30**, and top 10%	\$6,000	3.5 GPA & 15 hrs
1300* or 27-29**, and top 10%	\$5,000	3.25 GPA & 15 hrs
1200* or 28**, and top 1-25%	\$4,000	3.0 GPA & 15 hrs

*SAT sum of critical reading and math only; **ACT composite score. Awards are subject to change. Award amounts listed are approximate amounts per year for up to 4 years. If you qualify for a Presidential scholarship, you will receive an offer letter from the TTU President's Office.

FINANCIAL AID & SCHOLARSHIPS

Learn more at: www.financialaid.ttu.edu

Learn more about the cost of tuition, read about the types of aid offered, and quickly and easily estimate your college costs using the financial estimator

ASSURED ADMISSION

Find out more at: www.admissions.ttu.edu

You are assured admission if you are graduating from an accredited high school and present the required combination of high school class rank and college entrance test scores indicated below.

CLASS RANK	TEST SCORES*	
	ACT	SAT
Top 10%	No Minimum	
First Quarter (excluding top 10%)	24	1180
Second Quarter	26	1260
Third Quarter	27	1290
Fourth Quarter	Application Review	

*ACT composite score; SAT reflects evidence-based reading and writing, and math; The highest section scores from multiple tests on the ACT and SAT will be used to maximize score. Assured admission is granted to all students who hold competitive scholarships awarded by an official Texas Tech University scholarship committee.

THINKING OF TRANSFERRING?

Learn more at: www.admissions.ttu.edu/transfer

You are assured admission if you present the required combination of transferable hours and GPA below.

TRANSFER HOURS	GPA REQUIREMENTS
12-23 hours	2.50 cumulative
24 or more hours	2.25 cumulative

See how your hours will transfer: www.depts.ttu.edu/registrar/private/transfer
Contact the Office of Community College & Transfer Relations (CCTR) to receive guidance on transferable courses and degree plans: www.cctr.ttu.edu

NON-RESIDENT STUDENTS

You could qualify for in-state resident tuition and fees when you are awarded at least \$1,000 in scholarships from Texas Tech University.

STUDENT TESTIMONIALS

advice from our students



I think that CoMC is different from other institutions because we are constantly embracing the new technologies and ways of communication. So that when we graduate, we are completely up-to-date and fully equipped to jump into the professional world.

Dylan M. George
PUBLIC RELATIONS
from Scotch Plains, New Jersey



When I visited Texas Tech, every faculty and staff member I met at the College of Media & Communication was so helpful and approachable. Everybody was nice and I felt like they were there for me. I was attracted to all the amazing facilities and organizations that were already here along with the increasing amount of progress the college strives to make.

Alex Stedman
ADVERTISING
from Austin, Texas



CoMC has a special vibe when you walk in the building. It's easy to see that our college is full of personable, outgoing and hardworking students. Everyone communicates with each other and works to get to know each other, which is really cool.

Casey Kopp
PUBLIC RELATIONS
from Southlake, Texas



CoMC nurtures innovation. If you have an idea for almost anything, from a tv commercial, to a social media campaign, the college has the resources to foster and help you develop your vision while creating a great learning experience.

Amanda Rodriguez
ADVERTISING
from Lubbock, Texas

OUR MAJORS

We offer a unique combination of professional, practical and academic coursework and experience that integrates today's media convergence and the future's media developments in six critical areas of media and communication.

ADVERTISING

The Department of Advertising (ADV) develops leaders with an understanding of the creative and business-related aspects of advertising in the current media landscape. Students learn to apply creativity and critical thinking to solve communication problems. Career fields include account services, copywriting, sales, design, creative strategy and media planning.

COMMUNICATION STUDIES

As one of Texas Tech's founding departments, the Department of Communication Studies (COMS) has a long, proud tradition that dates all the way back to 1923. The department is committed to equipping today's students with the knowledge and skills to negotiate the unique challenges of working and living in the global, information-laden landscape of the 21st century. Toward that end, our department stresses the importance of effective communication in personal, professional and public contexts. Through a dynamic and engaging curriculum that includes classes in interpersonal communication, organizational communication, intercultural communication, popular culture and public affairs, students learn to think critically and to communicate clearly and compellingly across an array of cultural contexts. Taught by award-winning teachers and scholars, our courses are preparing students to be the next generation of leaders in business, finance, social service, entrepreneurship and education.

ELECTRONIC MEDIA AND COMMUNICATIONS

The Bachelor of Arts degree in Electronic Media and Communications (EMC) is designed to train innovative, responsible storytellers in convergent media forms who can create, analyze, and compete in diverse U.S. and global media marketplaces. The EMC program offers professional courses in electronic media, visual communication, digital media production, photography, and writing to provide a broad and thorough liberal arts education. This is not simply a skills-oriented program. Instead, the program is devoted to preparing students for leadership positions in electronic media industries.

JOURNALISM

Our journalism (JOUR) faculty are leading the way in teaching students skills in multimedia storytelling and preparing them for a multimedia world. Alumni are finding jobs as reporters, producers, editors, photographers and other news positions, as well as progressing to upper-level management positions, such as anchoring CBS Evening News and as vice president of Mattel, Inc. The industry has recognized our graduates with five Pulitzer Prizes.

MEDIA STRATEGIES

With its entrepreneurial focus combined with training that cuts across communication disciplines, a media strategies degree (MST) helps students innovate within a media industry or start their own entrepreneurial ventures. Students learn practical aspects of media startups, such as developing a business model and pitching ideas to investors. Media strategies majors are pursuing careers such as the following: digital, brand and social media strategy; media analysis and research; ecommerce; communication planning; media consulting; and media management.

PUBLIC RELATIONS

The Department of Public Relations (PR) can help you prepare for many career opportunities by providing you with skills such as the following: media relations; building and manage relationships with the public; strategic campaign planning using traditional, digital, online, and social media; writing, graphic design, and content creation; advanced social media monitoring and analytics; and courses on specific PR topics such as crisis communication. PR majors are leaders in a variety of fields, including corporate communication, sports, nonprofits, government and politics, marketing, and new media, or they pursue graduate degrees in law, business and communication.



STUDENT OPPORTUNITIES

Our facilities and labs are among the best in the nation. They provide students with real world experience in the growing fields of media and communication.

AD TEAM

A group of students selected by interview to compete in a national student advertising competition. The annual competition is put on by the American Advertising Federation and features a corporate client.



DEBATE TEAM

Texas Tech's two-time national award-winning Parliamentary Debate Team gives students an opportunity to build communication skills by matching wits with students from across the country.



DOUBLE T INSIDER (DTI)

 @DoubleTInsider

Through an entirely student-based production team, students are given the chance to become experienced individuals with the opportunity to exercise their ability to perform a variety of skills with a focus on the different aspects of broadcasting. The DTI Sportscast is part of the Texas Tech Athletics feed to both Fox College Sports and Fox Sports Southwest.



THE OUTPOST SOCIAL MEDIA LAB

 @TTUOutpost | www.depts.ttu.edu/comc/outpost

The Outpost Social Media Lab @ TTU is the College of Media & Communication's center for the study of new media. Lab students, faculty and staff produce professional insights and analysis, host training seminars and workshops, support project implementation for classes and clients, engage in community outreach, and conduct applied and basic research in social, online and digital media.

The Outpost provides students with real-world experience in the growing field of social media listening, engagement, and analysis using tools usually only available to industry professionals.



HEAD'S UP DISPLAY

 [@HeadsUpDisplay_](#) | ttu.orgsync.com/org/headsupdisplayshow

The purpose of Heads Up Display (HUD) is to provide students with opportunities to improve their abilities relating to the fields of Media, English, Public Relations, Journalism, Visual Arts, Graphic Design and more through creating content such as reviews for movie, television shows, and video game along with special interest segments that are posted and shared through digital and social media platforms (e.g., YouTube, Facebook, Reddit, etc). HUD not only provides an outlet for these creative projects to be produced and showcased to the public; it also archives these projects to build portfolios for individual members' usage in future endeavors.



THE HUB@TTU

 [@HubTTU](#) | www.ttuhub.net

The Hub@ TTU is an award-winning creative outlet devoted to providing a collaborative student media environment showcasing the news and the creativity of the Texas Tech community.



MCTV NEWSCAST

 [@MCTV_TTU](#) | www.ttuhub.net/category/media/ttu-comc/mctv

MCTV Newscasts are created by students and faculty from all majors within the college. Students have the opportunity to produce, star, edit and film broadcasts.



KTXT-FM

 [@TheRaider881](#) | www.ktxtfm.org/raider

KTXT-FM, The Raider 88.1, is Texas Tech University's student radio station, providing the university community with diverse programming, including BBC World Service, Texas Tech news and information, weather, live play-by-play broadcasts of Texas Tech sports, alternative music, and a variety of student-produced radio programs.

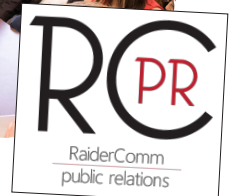


The Raider 88.1 offers students opportunities to learn versatile skills, including producing, promotion, project management, news and sports broadcasting, audio production, on-air talent development, and many other skills for several different types of jobs and careers.

RAIDERCOMM

 [@RaiderCommPR](#)

Student-run, full-service public relations firm that provides public relations majors with an opportunity to develop as professionals, learn new skills, and apply their coursework to real-world accounts for a wide range of client. Portfolio-building, new business development, client relations and campaign planning and implementation.



STUDENT ORGANIZATIONS

ASSOCIATION FOR WOMEN IN COMMUNICATIONS (AWC)

AWC is a student organization designed to help women stay connected in the mass communications marketplace. Affiliated with the national AWC, this local professional chapter offers exciting opportunities to build friendships and working relationships with communications professionals in the Lubbock community.



COMMUNICATION STUDIES SOCIETY

The Communication Studies Society mission is to give members a clear understanding of the communication field by providing networking opportunities with peers and professionals in the communication field. CSS also holds a wide variety of events and service projects throughout the academic year to engage its members across campus and within the Lubbock community.



KAPPA TAU ALPHA

A national college honor society that recognizes academic excellence and promotes scholarship. Only those students who rank in the top 10 percent of their classes are considered for membership.

MEDIA ENTREPRENEURSHIP & INNOVATION GROUP (MEIG)

MEIG is a student organization that helps students from any major develop their media ideas into a sustainable business model. This organization allows students to create their own jobs and own businesses. MEIG also helps students take the skills that they develop within the college to compete in startup competitions locally and nationally.



MOTION PICTURE PROJECT

The Motion Picture Project is a student-run film organization that provides students with outside-of-the-classroom experience in editing, film production, story boarding, script writing, technique analysis and much more. Our weekly meetings consist of concept development, guest speakers, film technique research and the occasional movie day. The Motion Picture Project is open to students of all majors and classifications.



RAIDER REPORT

Raider Report is an entertainment themed sports-talk-show that provides an energetic and engaging atmosphere with its staff and viewers. Run by students, the show is great for people who want to break into the sports or entertainment industry with experience in directing, camera operations, script writing, marketing, on-air-talent, and more. We aspire to bring the entertainment atmosphere of a large network to Texas Tech University through engaging interviews and conversation on air. Raider Report is open to all majors and classifications.



SOCIETY OF PROFESSIONAL JOURNALISTS (SPJ)

SPJ is an organization for students interested in promoting high standards of ethical behavior in journalistic endeavors, learning about how to improve and protect journalism's vital role in informing citizens in a democracy, networking with professional journalists, participating in resume-building activities, and submitting projects to contests.



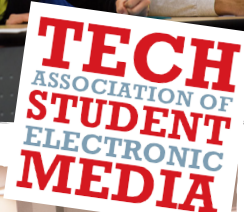
TECH ADVERTISING FEDERATION (TAF)

The Tech Advertising Federation (TAF) is the Texas Tech chapter of the nationally recognized professional association, American Advertising Federation (AAF). This student-run organization is designed for any communication and business related majors to create networking opportunities and access/share industry insights. TAF brings in monthly guest speakers from media and advertising agencies across the U.S., conducts workshops run by industry professionals, tours agencies in Lubbock and either Dallas or Austin each year, and holds social events such as tailgates and trivia nights. Our mission is to provide students at Texas Tech with the opportunities and resources they need to get involved and advance in the industry.



TECH ASSOCIATION OF STUDENT ELECTRONIC MEDIA (TASEM)

TASEM is a group for students who have an interest in visually expressive industries. The group regularly engages in media activities including filmmaking, photography, and graphic design, and it often provides creative services to other student organizations in CoMC and other colleges across the university.



TECH PR

 @TxTechPR

Tech PR is the official student public relations association in the College of Media & Communication. The association provides members with career development, professional networking, and portfolio- and résumé-building opportunities.



WHY CoMC

In each of our six degree programs, our students learn skills that hundreds of professional areas are looking for: COMMUNICATION within and external to organizations, companies and cultures; working in a team environment; PROJECT MANAGEMENT; creating and EDITING written reports, stories, scripts and copy for different audiences; analyzing information; and USING TECHNOLOGY to create and design innovative methods to communicate information.

Our graduates are working for companies and organizations such as Fossil, Dallas Cowboys, Southwest Airlines, Weber Shandwick, A.H. Belo Corporation, Raycom Media, Texas Rangers, The Marketing Arm, ESPN, NBC News, and hundreds of others.

Our students are getting photography published in magazines such as Texas Parks & Wildlife. Our students are working on projects with Texas Tech Athletics such as Double T Insider.

Our #MyCoMC students are finding ways to get connected.



CoMC

Study Abroad Opportunities



CoMC

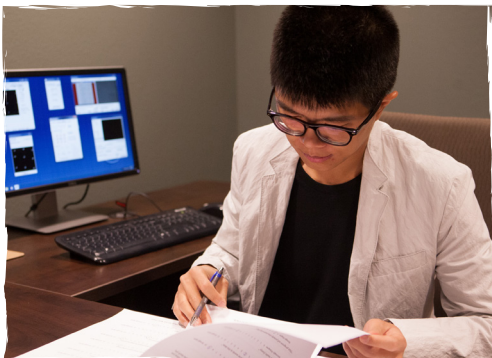
Graduate School

M.A. in Mass Communication

M.A. in Communication Studies

Online M.A. in Strategic
Communication & Innovation

Ph.D. in Media and Communication



WHAT IS THERE TO DO IN LUBBOCK?

OUTDOOR PURSUITS:

LUBBOCK

Golfing
Disc Golf
Parks
Walking Trails
McKenzie Park/Prairie Dog Town
Lubbock Water Rampage
Lake Alan Henry
Ransom Canyon

PALO DURO CANYON (1.5 HR DRIVE)

Hiking
Mountain Biking
Horseback Riding
Camping

CAPROCK CANYONS (2 HR DRIVE)

Bison & Wildlife Watching
Hiking
Fishing
Swimming
Boating
Mountain Biking
Horseback Riding

BUFFALO SPRINGS LAKE (30 MIN DRIVE)

Wildlife Watching
Nature Trails
Auto Tour Loop
Observation Blinds
Camping & Picknicking

NEW MEXICO MOUNTAINS

RUIDOSO (4.5 HR DRIVE)

Skiing/Snowboarding
Snow Tubing
Hiking
Golf
Historic Museums
Casinos
Zipline

TAOS (7 HR DRIVE)

Skiing/Snowboarding
Hiking
Mountain Biking
Camping
Rock Climbing
Llama Trekking
Fishing

ANGEL FIRE (6 HR DRIVE)

Skiing/Snowboarding
Hiking
Mountain Biking
Rock Climbing
Zipline

SHOPPING:

SOUTH PLAINS MALL

CANYON WEST (OPEN AIR MALL)

WEST END (OPEN AIR MALL)

KINGSGATE

ENTERTAINMENT:

BALLET LUBBOCK

CACTUS THEATRE

CATS THEATRE

FIRST FRIDAY ART TRAIL (FFAT.ORG)

LUBBOCK COMMUNITY THEATRE

LUBBOCK SYMPHONY ORCHESTRA

LIVE MUSIC

Bar PM

The Blue Light Live

Cactus Courtyard

Cafe J

Cagle Steaks

Funky Door

La Diosa

Las Brisas

Louie Louie's

The Roof

Rain Uptown

Stella's

MOONLIGHT MUSICALS

MUSEUMS

Buddy Holly Center

Bayer Museum of Agriculture

Lubbock Lake Landmark

Museum of Texas Tech

National Ranching Heritage Center

American Wind Power Museum

Silent Wings Museum

Science Spectrum

Charles Adams Gallery

TTU International Cultural Center

The Louise Hopkins Underwood

Center for the Arts (LHUCA)

STARS & STRIPES DRIVE-IN THEATRE

VINEYARDS/WINERIES

Caprock Winery

Llano Estacado Winery

McPherson Cellars

Pheasant Ridge Winery

SEE MORE AT:

lubbockintheLOOP.com and visitlubbock.org/visit/attractions



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