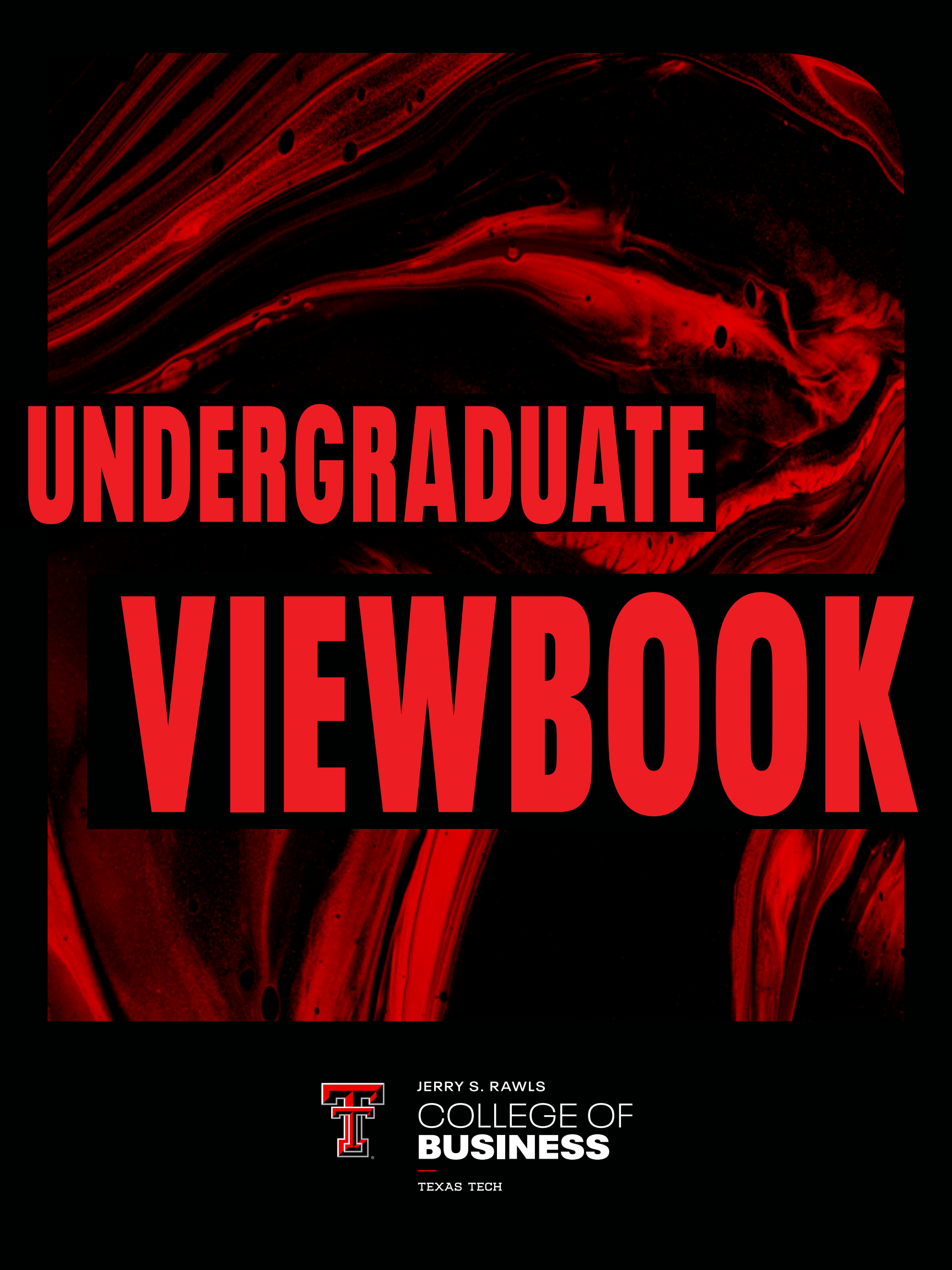


The background of the entire page is a marbled pattern in shades of red and black, with swirling, organic lines.

UNDERGRADUATE

VIEWBOOK



JERRY S. RAWLS

COLLEGE OF
BUSINESS

TEXAS TECH

Athletics	www.texastech.com	806-742-3355
Student Life	www.campuslife.ttu.edu	806-742-5433
Financial Aid	www.financialaid.ttu.edu	806-742-3681
Honors College	www.honors.ttu.edu	806-742-1828
Hospitality Services	www.hospitality.ttu.edu	806-742-1360
Military & Veterans Programs	www.mvp.ttu.edu	806-742-6877
Office of the Registrar	www.depts.ttu.edu/registrar	806-742-3661
University Recreation	www.recsports.ttu.edu	806-742-3351
Orientation Services	www.depts.ttu.edu/orientation	806-742-2993
Scholarships	www.scholarships.ttu.edu	806-742-3144
Student Business Services	www.sbs.ttu.edu	806-742-3272
Student Disability Services	www.depts.ttu.edu/sds	806-742-2405
Transfer Evaluation Office	www.depts.ttu.edu/registrar/teo	806-742-3661
Undergraduate Admissions	www.gototexastech.com	806-742-1480
University Student Housing	www.housing.ttu.edu	806-742-2661
University General Info	www.ttu.edu	806-742-2011

MEGAN ACEBEDO

Undergraduate Recruiter

703 Flint Avenue | Box 42101

Lubbock, TX 79409-2101

rawls.recruitment@ttu.edu

806.742.3171



Dear prospective student,

Congratulations! You have made the right choice by considering an undergraduate degree from the Jerry S. Rawls College of Business at Texas Tech University.

With state-of-the-art facilities, an unmatched academic experience, world-class faculty, and alumni who mentor and help students find internships and jobs, the Rawls College will help you reach your full potential both professionally and personally. As a Rawls College student, you will be inspired by your fellow students, staff, and faculty who are committed to building the future of business.

You will participate in experiential learning in many of your classes to ensure you graduate with practical experience and business connections. You will have the opportunity to lead student organizations, attend leadership seminars, hear from prominent guest speakers, and much more. You will be able to earn micro-credentials in high-demand skills such as making business presentations and leading teams.

You will be able to maximize your college experience through personalized guidance and support. Rawls College students receive individualized academic advising services through the Rawls Experience Hub and one-on-one career coaching through the Rawls Career Management Center, both of which are conveniently located in our building.

With job placement rates consistently above the national average, you will be actively recruited by top companies. Our alumni work in a range of organizations from small family businesses, not-for-profits, and government organizations to prestigious organizations across the United States and the world, including Amazon, Chevron, Dell Technologies, KPMG, Lockheed Martin, and Southwest Airlines, to name a few. Our alumni are generous with their time and have helped us develop a strong global network. You will be supported by this network as you build professional connections and explore career opportunities.

As you move through the pages in this viewbook, I hope you can envision how your own Rawls College journey will progress from your first day at Texas Tech through a lifelong connection as an engaged graduate. Please plan a visit to our campus to learn more about how our academic programs can help you build a successful future.

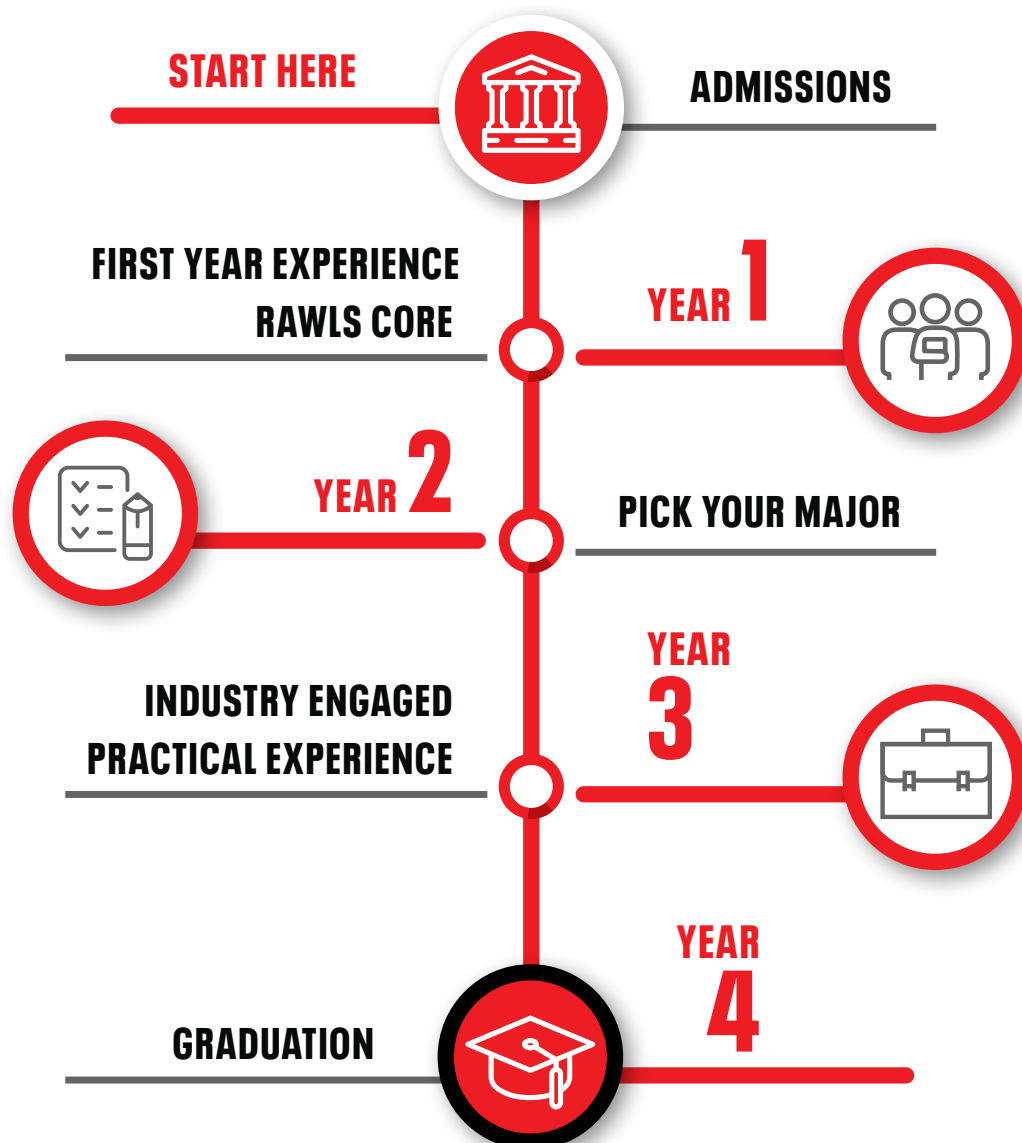
I look forward to seeing you soon,

A handwritten signature in black ink that reads "M. Williams". The script is fluid and cursive.

Margaret L. Williams, Ph.D.
Dean
Professor of Management

Build Your Rawls Foundation

THE ROADMAP TO SUCCESS is a snapshot of your time at the Rawls College. Throughout this viewbook, you will find more information and stories that give you an even better understanding of how you can get involved, what you can study, and what it means to be **"Built on Rawls."**



Know The Rawls Business Core

No matter what your academic path looks like, the courses that make up our core curriculum embody our commitment to nurturing critical thinkers who can excel in the intricacies of a dynamic, AI-influenced business world. Built on four pillars of learning, they are a promise to empower our students to lead and build the future of business.

IMPACT EXPERIENCES



IGNITE

First-Year Experience
(Introduced in BA 1301)

Spark your business passion with the roadmap to Rawls Success



INSPIRE

Sales Experience
(Embedded in MCOM 2310)

Develop influence skill in real-world business problems



CONNECT

Mentorship
(Key component of MGT 3370)

Build meaningful relationships and network through mentorship



EXPAND

Global Experience
(Embedded in MKT 3350)

Broaden your horizons in a global marketplace



BUSINESS MINDED

With core courses in finance, accounting, supply chain management, marketing, and management, you will develop a broad understanding of business to help you thrive no matter what major(s) you pursue.



HUMAN CENTRIC

In courses like Applied Workplace Communication, you will develop critical communication skills needed to build strong, human-focused business relationships.



DATA DRIVEN

In courses like Decision Making for Business, you'll learn to analyze business problems and make critical decisions in a business setting.



TECH SAVVY

In courses like IT for Business, you will get the tools to use technology to solve business problems and learn how to keep up with the emergent technologies that are disrupting today's business world.

Start your Rawls College Journey

ASSURED ADMISSION REQUIREMENTS

First-time, first-year students wishing to major in any business discipline must meet the assured admission criteria.

Class Rank	ACT Score	SAT Score
Top 10%	No Minimum Requirement	
First Quarter <i>(Excluding top 10%)</i>	24	1180
Second Quarter	26	1240
Third Quarter	27	1280
Fourth Quarter	Application Review	

Students who apply test-optional will go through a holistic review to determine admission to the Rawls College of Business.

TRANSFER STUDENTS

Students transferring from any institution must have at least 15 transferrable hours, a minimum 2.75 transfer GPA, and completion of MATH 1330 (TCCNS Math 1324) with a grade of “C” or higher. Transfer GPA includes all transfer coursework completed prior to attending Texas Tech University.



Learn More



about the admissions requirements.

First-Year Involvement

From the moment you join the Rawls College, you will have the opportunity to find ways to connect with your peers and the college itself. We want you to know you've made the most of your entire time here.

FIRST YEAR EXPERIENCE

The First Year Experience (FYE) within the Rawls College helps create a stronger connection among students just embarking on their Rawls College journey. As a new business student fulfills the Foundations of Business (BA 1301) requirement, they will gain a broad understanding of how accounting, finance, information technology, management, marketing, and supply chain management work together in business. Additionally, through experiential learning and group projects, students will develop communication, critical thinking, and problem-solving skills. FYE will hold several events specifically for first-year students, including personal finance seminars, a welcome event in the fall, and a networking event in the spring.

Learn More



about the First Year Experience.



RAWLS DAY

Rawls Day is an annual event planned to celebrate the beginning of the fall semester and the various opportunities and resources available to the Rawls College community. All Rawls College student organizations, support centers, and academic areas gather in the PlainsCapital courtyard to connect with students, pass out giveaways, and have a good time. Students can learn more about the college while enjoying free food.



STUDENT ORGANIZATION FAIR

The Student Organization Fair is held during the spring and is an opportunity for organizations to begin their spring recruitment efforts. This is also a great chance for students to explore various student organizations and get involved on campus.

EXPLORE RAWLS MAJORS

Discover More



about our majors, concentrations,
and degree programs.

Accounting

Energy Commerce

Finance

Information Technology

Management

Marketing

Supply Chain Management

PUT YOUR ORGANIZED, INQUISITIVE, AND ANALYTICAL MIND TO USE.

Gain technical accounting, data analytics, and problem-solving skills at the **Lyons School of Accounting** to stand out in today's top accounting firms.



ACCOUNTING

BEYOND THE CLASSROOM

You'll do more than learn accounting – you'll build relationships, gain experience, and connect with professionals across the industry.

Through internships, student organizations, networking events, and professional development opportunities, you'll apply what you learn in the classroom while expanding your professional network.

MEET THE FIRMS

As an accounting student, you will participate in the Meet the Firms, where you can connect directly with leading accounting firms and explore internship opportunities that often lead to full-time careers.

ACCOUNTING HELP DESK

You'll have access to the Accounting Help Desk, a peer-supported resource staffed by fellow accounting students who understand the challenges and opportunities of the major. The Help Desk provides free tutoring, academic support, and guidance to help business students succeed in their coursework.

PERSONALIZE YOUR JOURNEY

Your career goals are unique, and your academic path can be too. Build a strong foundation in accounting while tailoring your education to match your interests and ambitions. You will be able to choose between:

- **AUDIT**
- **TAXATION**

ACCELERATED PATHWAY

The Accelerated Bachelor's-to-Master's in Accounting program allows you to earn both undergraduate and graduate degrees in as little as five years. Students enter the workforce earlier with advanced skills, higher earning potential, reduced student debt, and strong CPA Exam preparation.

CAREER POSSIBILITIES

- Financial Analysis
- Internal Audit
- Staff Accounting
- Consulting
- Transaction Tax
- Governmental Accounting



ENERGY COMMERCE



PLAY A PART IN PIONEERING SOLUTIONS TO GLOBAL ENERGY CHALLENGES.

Develop the skills required to address current trends, challenges, and opportunities across the energy value chain.

BEYOND THE CLASSROOM

Located in one of the nation's leading energy regions, you'll benefit from strong relationships with energy companies that help shape the student experience. Through industry visits, networking events, internships, and engagement with the Center for Energy Commerce, you'll build meaningful connections with professionals across the industry.

MEET THE INDUSTRY

Meet the Industry is the recruiting process designed specifically for energy commerce students. You'll connect directly with employers and explore internship and career opportunities. Industry leaders also play an active role throughout the program, helping ensure that what you learn reflects the realities of today's energy marketplace.

SENIOR SEMINAR

Through the senior seminar capstone experience, you'll work as part of a team to analyze challenges across the energy value chain and develop solutions to real-world business problems. The experience culminates in a presentation before a panel of industry professionals, allowing you to showcase the knowledge and skills you've developed throughout the program.

PERSONALIZE YOUR JOURNEY

Energy Commerce is an interdisciplinary program that prepares you for careers across both the land and commercial sides of the energy industry.

Through coursework that explores the energy value chain, business strategy, and industry operations, you'll develop the knowledge and skills needed to pursue a variety of opportunities throughout the energy sector.

CAREER POSSIBILITIES

- Business Development
- Division Order Analyst
- Government/Regulatory
- Negotiator/Landman
- Commercial/Trading Analyst
- Procurement Analyst



SOLVE PROBLEMS WITH CREATIVE, NUMBERS-DRIVEN APPROACHES.

Develop analytical, risk management, and strategic decision-making skills to succeed in today's competitive financial markets.

FINANCE



BEYOND THE CLASSROOM

You'll do more than study finance – you'll engage directly with industry professionals, explore career paths, and gain hands-on experience through real-world opportunities.

REAL-WORLD CONNECTIONS

Through Lunch & Learns, guest speaker seminars, and industry trips, students gain valuable insights and broaden their professional networks—connecting with industry professionals and alumni while gaining meaningful access to a wide range of industry-related experiences and opportunities.

Major-specific student organizations and industry-specific centers serve as vibrant networking hubs, connecting students with industry professionals and peers. These connections help students explore their interests, develop essential skills, and build lasting relationships that lay the foundation for a successful career in finance.

PERSONALIZE YOUR JOURNEY

BRIC

Through the BRIC programs, students explore diverse career pathways within four core areas of finance, each supported by a specialized certificate program and an affiliated student organization. This dual approach ensures both a strong educational foundation and meaningful industry connections.

Finance students can choose to specialize in:

- Banking
- Real Estate
- Investment Management
- Corporate Finance

ACCELERATED PATHWAY

The Accelerated Bachelor's-to-Master's in Finance program allows you to earn both degrees in just one additional year. Apply up to 9 graduate credit hours toward your BBA while building finance expertise for top careers in corporate finance, investments, and banking – saving time and tuition.

CAREER POSSIBILITIES

- Investment Management
- Executive Management
- Financial & Capital Raising
- Business Valuation
- Investment Advisement
- Real Estate Portfolio Management

INFORMATION TECHNOLOGY



USE TECHNOLOGY AND DATA TO SOLVE COMPLEX BUSINESS PROBLEMS.

Build technical and analytical expertise through specialized tracks in data analytics or systems to drive meaningful business decisions.

BEYOND THE CLASSROOM

You'll gain hands-on experience through internships, industry engagement, and project-based learning opportunities designed to prepare you for today's technology-driven workplace.

EXPERIENTIAL LEARNING

Through alumni connections, professional networking opportunities, and a hands-on capstone experience, you'll work on real-world business challenges while developing the technical, analytical, and communication skills employers value most.

As technology continues to transform every industry, you'll learn how to connect business needs with technology solutions and create value for organizations of all sizes.

PERSONALIZE YOUR JOURNEY

Build a strong foundation in information technology while tailoring your education to match your interests and career goals. Students can choose one of two tracks:

- **SYSTEMS**
- **DATA ANALYTICS**

CAREER POSSIBILITIES

- Business Analytics
- Data Analytics
- Database Administration
- System Analysis
- Software Development
- Software Security

BECOME A STRATEGIC, ETHICAL, AND AGILE LEADER WHO DRIVES IMPACT.

Gain strategic thinking and ethical leadership skills to succeed in dynamic, fast-changing workplaces.



MANAGEMENT

BEYOND THE CLASSROOM

You'll bring learning to life through student organizations, internships, leadership opportunities, and real-world projects that prepare you for a wide range of careers.

PROFESSIONAL DEVELOPMENT

Through networking events and industry engagement, you'll connect with business leaders while building the skills employers value most. You'll also have opportunities to engage with the Alderson & Griffin Center for Family Business & Entrepreneurship and the Institute for Leadership Research.

Whether you're interested in launching a startup, growing a family business, or leading within an established organization, experiences such as the Rawls Marketplace help you turn ideas into action while building connections with mentors, peers, and industry professionals.

PERSONALIZE YOUR JOURNEY

Your career goals are unique, and your academic path can be too. Build a strong foundation in management while tailoring your education to match your interests and ambitions.

You can choose one of these paths:

- Family Business
- Human Resources
- Leadership
- Entrepreneurial Management



CAREER POSSIBILITIES

- Business Start-Ups
- Consulting and Advising
- Family Business Management
- Family Business Succession
- Healthcare Administration
- Human Resources
- Recruiting/Staffing
- Store Management

MARKETING



UNDERSTAND CUSTOMERS AND CREATE MEANINGFUL EXPERIENCES.

Learn how consumer behavior, culture, and data shape marketing strategies that design, promote, and deliver meaningful customer experiences.

BEYOND THE CLASSROOM

You'll gain hands-on experience through student organizations, industry partnerships, networking events, and real-world projects that connect classroom learning with professional practice.

LEARN MARKETING BY DOING MARKETING

Through competitions, guest speakers, and engagement with marketing professionals, you'll build valuable skills and expand your professional network. You'll also have access to the Center for Sales Excellence, which prepares future sales and customer relationship management leaders through corporate partnerships, experiential learning, and professional development opportunities.



PERSONALIZE YOUR JOURNEY

Our Marketing program is built around flexibility, allowing you to tailor your education to your interests and career goals.

You can specialize in professional selling through the Sales Certificate and the Center for Sales Excellence, focus on digital marketing, develop expertise in marketing analytics, or create a customized combination of courses that aligns with your career aspirations.

CAREER POSSIBILITIES

- Marketing Coordinator/Manager
- Business Development
- Account Executive
- Digital Marketing
- Marketing Research and Analytics

SUPPLY CHAIN MANAGEMENT



ANALYZE AND CREATE SOLUTIONS-ORIENTED PROCESSES.

Build analytical and operational expertise to improve efficiency, manage logistics, and strengthen performance across complex global supply networks.

BEYOND THE CLASSROOM

Supply chain management is one of the most in-demand areas of business, and Rawls College students benefit from strong industry connections that help turn classroom learning into career opportunities.

You'll build your professional network through internships, employer engagement, networking events, and the Tech Supply Chain Association. These industry partnerships help prepare students for success in the workforce and contribute to the program's exceptional career outcomes.

TECH SUPPLY CHAIN ASSOCIATION BREAKFAST

One of the program's signature experiences is the Tech Supply Chain Association Breakfast, where you'll connect directly with recruiters and industry professionals before each Rawls Career Fair.

PERSONALIZE YOUR JOURNEY

Supply chain management offers opportunities to explore a wide range of career paths across logistics, operations, sourcing, analytics, transportation, and global supply chain strategy.

Through coursework, experiential learning, and industry engagement, you'll develop the skills needed to solve complex business challenges and help organizations operate more effectively in an increasingly connected world.

CAREER POSSIBILITIES

- Forecasting
- Inventory Management/Warehousing
- Logistics
- Purchasing
- Sourcing
- Transport/Distribution/Supply Chain Planning

GENERAL BUSINESS

EARN A BBA TO COMPLEMENT A NON-TRADITIONAL PATH TO THE BUSINESS WORLD.

Our general business major complements students earning a bachelor's degree from another college at Texas Tech or students who are returning to the classroom after time in the workforce.

DUAL DEGREES

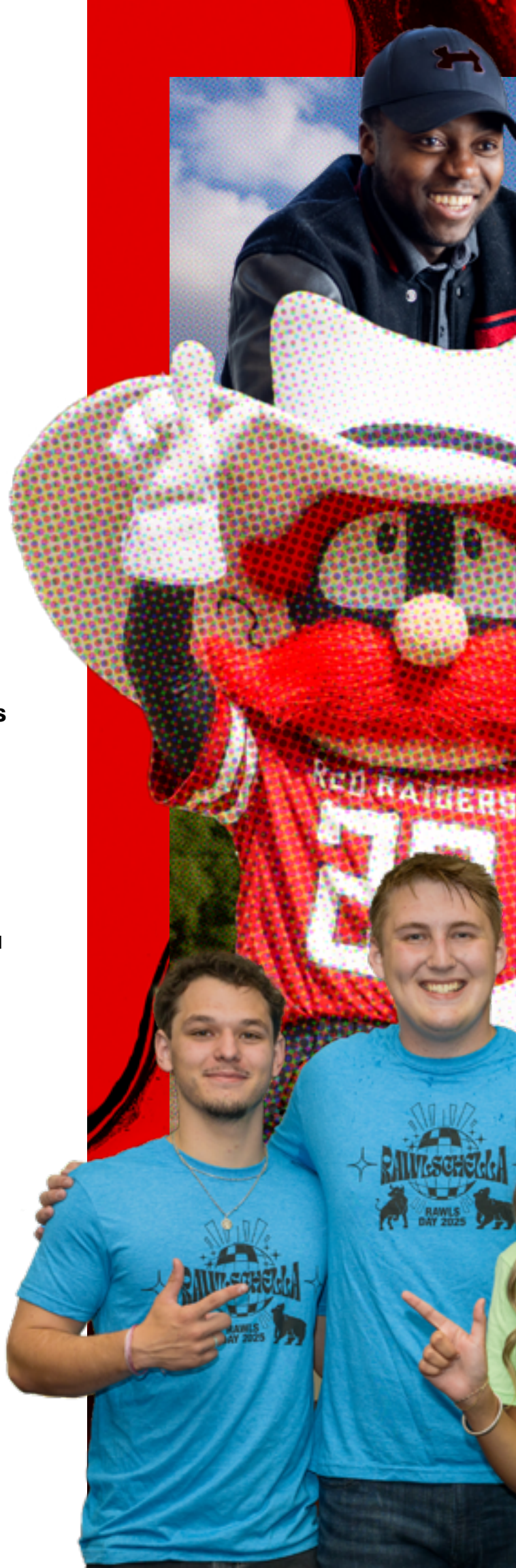
Designed for students earning a BS in either architecture or agricultural and applied economics, this program gives students a better understanding of business while they pursue another major outside of the Rawls College.

CONSTRUCTION MANAGEMENT CONCENTRATION

For those looking for a more hands-on career path, students in this program must add the Construction Engineering minor but will have coursework mostly in management and finance. Students in this program are permitted to attend both the Rawls Career Fair and the Whitacre College of Engineering Job Fair.

ONLINE BBA

Designed for students with previous college experience or working adults, the Online Bachelor of Business Administration in General Business program offers the flexibility needed to earn a four-year degree while working and managing personal commitments.





Real-World Experiences

Rawls College students can find several real-world experiences that allow them to apply the knowledge and skills they have learned in the classroom in a professional environment. Many of these experiences also give students the opportunity to connect with and learn from industry experts.

RAWLS UNDERGRADUATE RESEARCH PROGRAM

As an undergraduate research mentee, you will receive a scholarship and have opportunities to analyze data, present research results, network with students who have similar research interests, and develop relationships with faculty mentors.

SCOVELL BUSINESS LEADERSHIP PROGRAM

The Scovell Business Leadership Program (SBLP) is designed to foster students as leaders. Open to all business majors, SBLP students lead service-learning projects, travel internationally, receive guidance from a professional mentor, and qualify for competitive scholarship opportunities. Learn more at [SBLP.ba.ttu.edu](https://sblp.ba.ttu.edu).

BUSINESS LEARNING COMMUNITY IN MURRAY HALL

The Business Learning Community (BLC) provides a unique experience for students in the Rawls College to live together in an environment supporting their academic, personal, and professional success. Students will live in Murray Hall, a coed, suite-style residence hall where each suite has private bathrooms, a living area, and four furnished bedrooms. Students will connect with professors, enjoy in-hall events, explore career options, and make lasting friendships.

Learn More



about the BLC in
Murray Hall.



Student Organizations

Joining a student organization is an excellent way to experience personal growth, meet new friends, and give back to the larger university and community through service and outreach.

These are just some of the student organizations open to you as a Rawls College student.

MAJOR-SPECIFIC ORGANIZATIONS

Accounting

- Accounting Leadership Council

Energy Commerce

- Energy Commerce Association

Finance

- Finance Association
- Investment Management Association
- Rawls Banking Association
- Raider Capital Group
- Real Estate Organization

Information Technology

- Association of Information Technology Professionals

Management

- Family Business Student Organization
- Managing Leadership Association
- Raider Entrepreneurship Club
- Sigma Iota Epsilon
- Tech Strategic Human Resource Management

Marketing & Supply Chain Management

- Sales Leadership Group
- Tech Marketing Association
- Tech Supply Chain Association
- We Impact Supply Chain Excellence

BUSINESS FRATERNITIES AND ORGANIZATIONS

- Alpha Kappa Psi Business Fraternity
- Association of Latino Professionals for America
- Beta Gamma Sigma
- Black Business Student Association
- Dean's Student Council
- Delta Sigma Pi Business Fraternity
- Matador Collegiate Consulting
- Multicultural Student Business Association
- Rawls Business Ambassadors
- Rawls Global Business Council
- Rawls Graduate Association
- Women in Business

Learn More



about Rawls College
organizations.

THE RAWLS CAREER MANAGEMENT CENTER

The Rawls Career Management Center (CMC) supports Rawls College students throughout the entire recruiting process. Our dedicated team is committed to providing individualized career coaching, professional document reviews, interview prep, numerous opportunities to network with leading employers from around the world, and more. Our graduates are highly regarded and sought after for their knowledge, skills, and superior work ethic.

CAREER READY SERVICES

- Resume Reviews
- Employer or Staff-Led Mock Interviews
- Lunch and Learn Workshops
- Etiquette Reception and Dinner
- Professional Development Workshops
- Personalized Career Guidance
- Employer Networking Events



Learn More



about the CMC services
you can access as a Rawls
College student.



RAWLS CAREER FAIR

Each semester, the CMC hosts an in-person career fair to help connect Rawls College students and alumni with top employers nationwide. The Rawls Career Fair is the largest recruitment event of a semester and is the prime opportunity for you to network with companies and obtain invitations to interview for internship and job opportunities.



92.8%

OF RAWLS COLLEGE UNDERGRADUATE STUDENTS WERE EMPLOYED WITHIN SIX MONTHS OF GRADUATION.
[2024-2025 ACADEMIC YEAR]

HANDSHAKE

Handshake is an interactive, online student recruitment software available exclusively to Rawls College students, alumni, and potential employers. From Fortune 500 companies to startups and nonprofits, a wide range of organizations use Handshake to post internships, full-time roles, and event opportunities. The platform connects students directly with employers, providing them with a competitive advantage in their job searches.



Join today at hirerawls.joinhandshake.com.

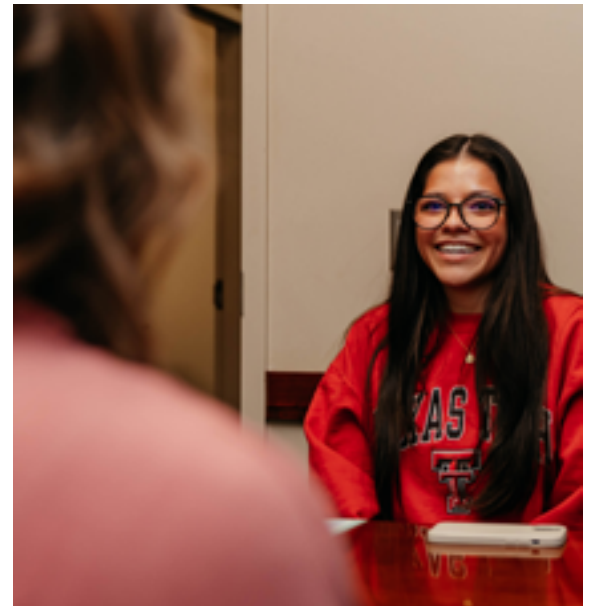
Customized Support



An array of support services and centers are housed within the Rawls College to ensure that any question you have is answered and that any challenge you face can be overcome. Utilizing each of these avenues of support will ensure you make the most of your time here.

RECEIVE SUPPORT FROM ORIENTATION TO GRADUATION

The **Rawls Experience Hub** is your central place within the college to find a variety of support services. You will be assigned a major-specific advisor to assist you throughout your entire undergraduate journey. If you are undecided about what major you would like to pursue, an advisor can help you identify which one might be the best. The Rawls Experience Hub is also home to the college's embedded student success specialist and embedded mental health counselor.



The **Georgie G. Snyder Center for Human Skills in Business** is dedicated to helping the Rawls College community develop communication skills that lead to academic, professional, and personal success. Through consultations, workshops, microcredentials, and other services, we support Rawls students and faculty in achieving excellence in business through excellence in communication.

DEVELOP YOUR BUSINESS COMMUNICATION SKILLS



EXPAND YOUR HORIZONS WITH GLOBAL EXPERIENCES

The Center for Global Engagement provides Rawls College students with academically well-matched, international experiences. From completing on-campus global learning experiences to studying abroad, students will gain an enhanced academic background with an international dimension, opening the door to exciting opportunities, both personally and professionally.



FIND THE ANSWERS TO ALL YOUR IT QUESTIONS

Rawls Technology Services is committed to providing efficient and effective technology infrastructure, development, and support to all Rawls College students, staff, and faculty. Rawls Technology Services purchases, develops, and maintains all technology throughout the state-of-the-art facilities at Rawls College and provides direct support in addressing all submitted technical service requests.



Student Success

As a Rawls College student, you will have countless opportunities for academic growth and professional development. You can determine what “Built on Rawls” means for you, whether you want to explore the numerous possibilities or already know where you want to go after graduation.



“What I’ve valued most is that learning does not stop in the classroom; it shows up in projects, leadership, conversations with faculty, and opportunities that prepare you for the real world.”

- Md (Zen) Mahamidul Islam Akib, Information Technology

“The professors have challenged my way of thinking and supported me both inside and outside of the classroom, teaching me things beyond my wildest dreams. My advice to future students is to fully immerse yourself, connect with your professors, take advantage of their insight, and embrace every opportunity to grow. And don’t forget to enjoy every minute of college. Your friends and memories will last a lifetime.”

- Brooke Horton, Marketing

“What I found at Rawls was far more impactful than I expected. The faculty in the Management department are not only exceptional educators, but also mentors who genuinely invest in students like me. Their guidance has challenged me to think more critically about decision-making, strategic processes, and the human dynamics that shape organizations.”

- Kalyn Luong, Management

“The college regularly hosts events and opportunities that allow students like me to learn, network, and prepare for the workforce. Even though Texas Tech is a large university, Rawls has a close-knit feel where you can always find a familiar face.”

- Audrey Heller, Management

“Everyone is truly rooting for your success here in Rawls. My advice is to get out of your comfort zone and make the most of the opportunities that are open to you. Join an organization, go to the career fair, and make connections with everyone around you. The support and opportunities that I’ve received from being a Rawls Marketing major have truly made a huge difference in my life, and I am forever grateful I chose this path at Texas Tech!”

- Chloe Steiwig, Marketing



The Rawls Impact

Rawls College Real Estate Organization Members Place Third in the 2025 ICSC Foundation Case Competition

With only one week to develop a complete investment strategy and prepare a presentation for a retail redevelopment project, an undergraduate team of four members of the Jerry S. Rawls College of Business Real Estate Organization represented Texas Tech University in the Sixth Annual ICSC Foundation Case Competition, impressing industry judges and earning top-three honors among 18 national teams. “Placing third nationally reflects the type of students Rawls produces; students who are determined, disciplined, and willing to put in the effort to take on challenging and unique opportunities,” said Hudson Freedle, vice president of industry engagement for REO.



Empowering Entrepreneurs: The Rawls College’s Second Marketplace Thrives in Fall 2025

The Rawls College hosted its second annual Marketplace event, where student entrepreneurs gained professional guidance, pitched their businesses, and sold their products and services. The event offered a launching point for 34 Texas Tech student vendors to sell their products and build awareness for their businesses. Vendors earned a combined estimate of \$20,000 in revenue, and every business made at least one sale. For many, including marketing major Helena Bridge, the event marked their first experience pitching a business and conducting sales. “They inspired me to think ‘I can do it, I can own my own business,’” she said.

Internship Spotlight: Rawls College Student Makes Plays in Sports Marketing

Samuel Alessio, a marketing major at the Rawls College, traded the quiet stretches of West Texas for the energy and excitement of Houston – joining Houston Dynamo Football Club, Houston Dash, and Shell Energy Stadium as an integrated marketing intern. Hilary Hoffman, director of Marketing and Fan Engagement, said Alessio grew not only as a sports marketer, but as a young professional preparing for the next step in his career. “He was dependable, thoughtful, and always willing to go above and beyond. Seeing how much he grew in such a short time reminded us why programs like this matter. These are the types of experiences that shape the next generation of sports professionals.”



Lifelong Learning

The learning opportunities won't stop after you graduate. Consider any of these opportunities to continue growing as a Red Raider.

ACQUIRE INDUSTRY CERTIFICATES

Texas Tech University makes in-demand skill certificates from industry leaders like Google, IBM, Meta, and more available at no cost to you. Texas Tech students can sign up for free access to a growing catalog of more than 30 industry career certificates through Coursera Career Academy.



EARN YOUR MASTER'S DEGREE

Follow your passion, explore a subject you love, and advance your career by earning a master's degree. With on-campus, online, and hybrid programs, we are confident Rawls College offers a graduate degree that matches your unique needs. We even offer accelerated programs, so you can graduate with your master's and bachelor's degrees.



JOIN FELLOW ALUMNI FROM ACROSS THE GLOBE

Our 56,000+ alumni serve as leaders in various industries across the globe. In our mission to elevate Rawls College as one of the best academic entities in the nation, our alumni make a difference by providing internships, mentoring students, speaking in classes, and contributing to scholarships. Engaged alumni serve as an example to students of the importance of staying connected and building community.

SCHEDULE A VISIT

Interested in visiting the Rawls College of Business? Schedule a campus tour and experience why so many students choose to call us home.

www.visit.ttu.edu | 806-742-3171



Take the first step to
becoming a Red Raider.

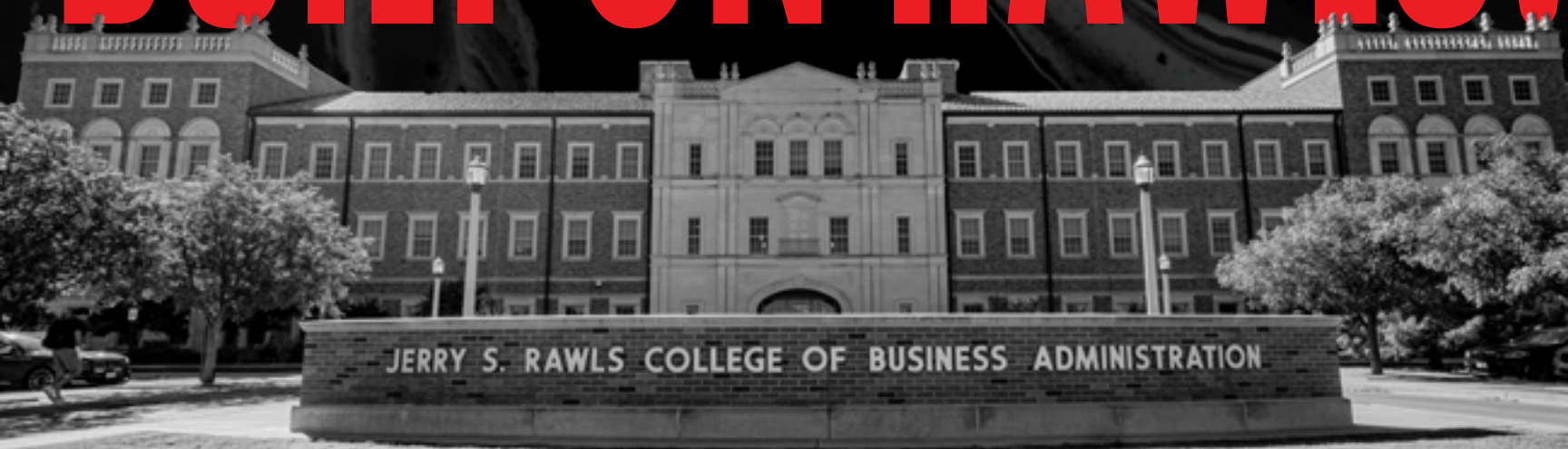
Apply Online

www.gotoTexasTech.com

Scholarships

www.scholarships.ttu.edu

YOUR FUTURE. BUILT ON RAWLS.





JERRY S. RAWLS
COLLEGE OF
BUSINESS

TEXAS TECH



@rawlscollegeofbusiness



@tturawlscollege



@tturawlscollege