



Strategic Communication

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Roxo is TCU's student ad + pr agency located in the Bob Schieffer College of Communication.

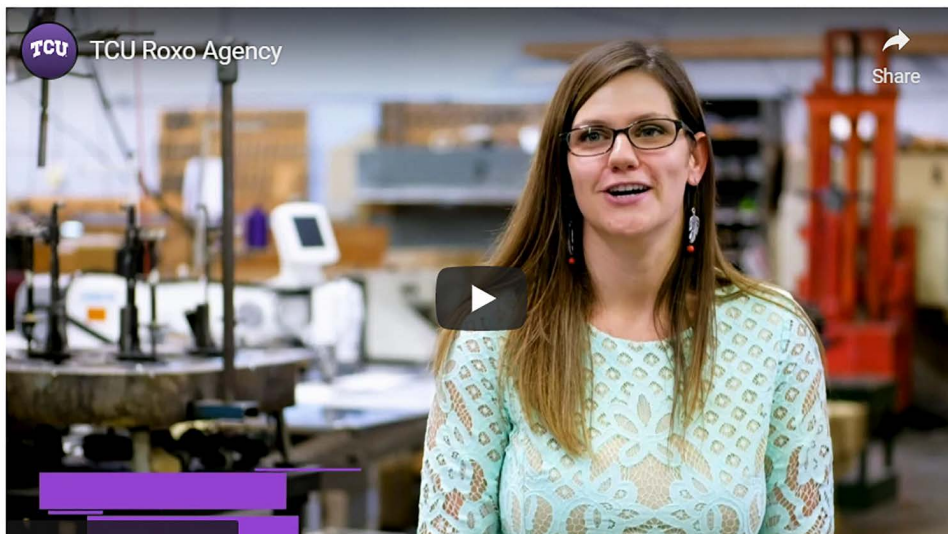
Since 2011, this social enterprise has served more than 75 businesses and organizations across Texas, winning numerous awards for its creative work and innovative strategies. Nearly 200 students have worked as Roxstars, gaining industry experience, portfolio pieces and hands-on experience that goes far beyond the classroom.

ORGANIZATIONS

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[PRSSA](#)

[Ad Association](#)



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Roxo's services include graphic design, strategy, event planning, social media and more. All majors may apply to be a Roxstar, but must be at least a junior with a minimum 3.0 GPA and have completed two upper-level classes before the semester begins. STCO majors who join Roxo get three hours of upper-level major credit; non-majors get three hours of elective credit.

hours of upper-level major credit, non-majors get three hours of elective credit.

Roxstars are required to work nine hours per week during the semester AND enroll in the mandatory Roxo class. (Visiting speakers, agency tours, instruction, and problem-solving happens during the weekly class/agency meeting time.)

Applications are due mid-semester for the upcoming semester (for example, late October 2021 for Spring 2022).

Creativity for good.

[Learn More](#)

ROXO

TCU STUDENT AD + PR AGENCY



BOB SCHIEFFER
COLLEGE of COMMUNICATION

Strategic Communication

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[Get Directions](#)

MAILING ADDRESS

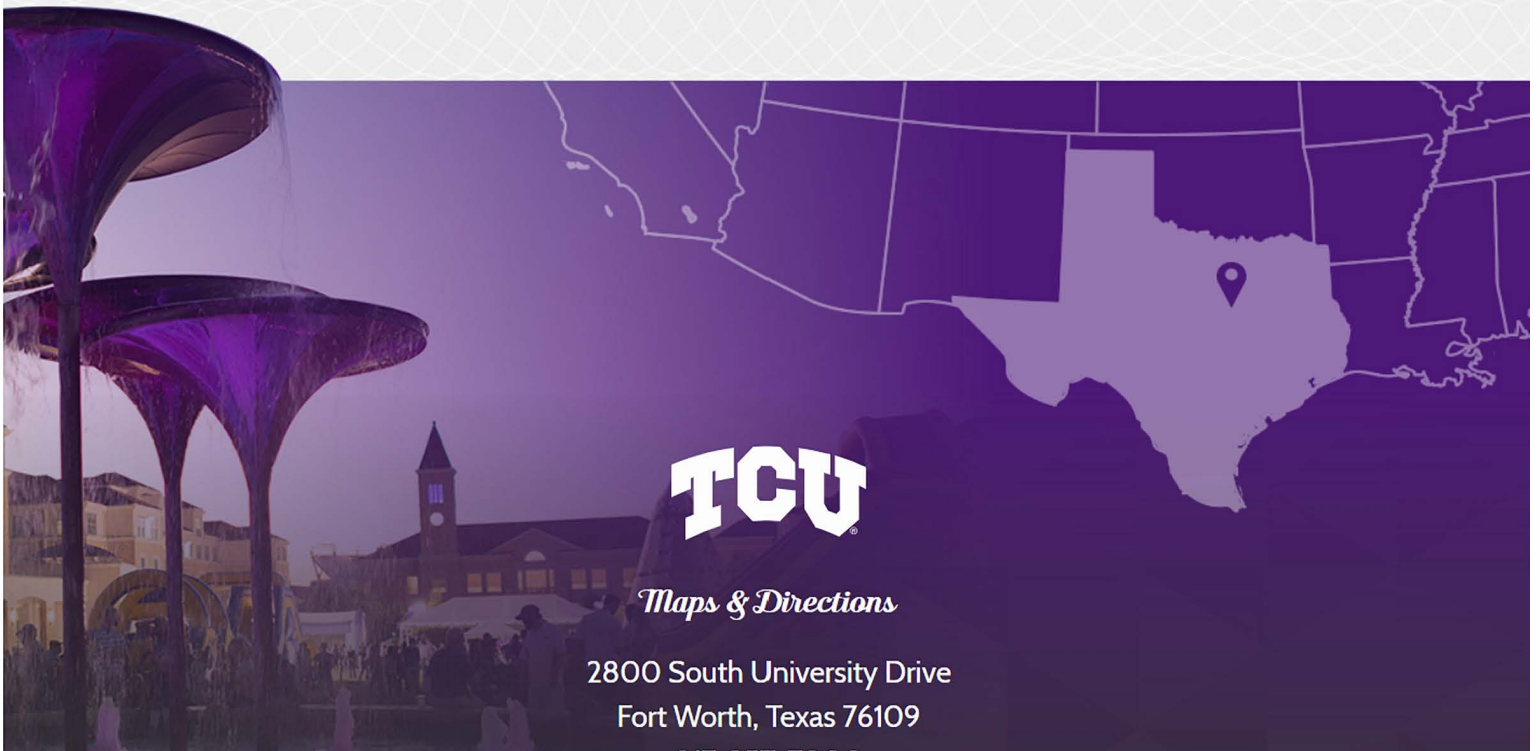
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