



Marketing powers business.
It's the engine that drives revenue.
At Lynn, we'll show you how
to operate that engine and start
expanding the market base,
revenue and opportunities for both
your organization and yourself.

About Lynn

Lynn University is one of the most innovative, international and individualized small universities in America. We are a young and forward-thinking organization located alongside South Florida's booming business centers and beautiful beaches, and we are focused on one thing: **preparing students for success.**

Our professors concentrate on the art of teaching—making good students great and great students remarkable.

Our award-winning, tablet-based learning initiative puts a transformational learning companion into the hands of students.

And our graduates? They've gained the intellectual flexibility and global experience to take the lead in an ever-changing world.

561-237-7900 | 1-800-888-5966
lynn.edu/businessprograms

LYNN
UNIVERSITY



Get their attention

Create successful campaigns that
can create awareness, bring in revenue
and grow any organization.

COLLEGE OF BUSINESS AND MANAGEMENT

Marketing (B.S. and MBA specialization)



Distinguished School

Recognized by Apple as a distinguished school
for innovation, leadership, and educational excellence.

Lynn University does not discriminate on the basis of race, color, gender, religion, nationality, ethnic origin, disability and/or age in administration of its educational and admission policies, scholarship and loan programs, athletic and/or other school-administered programs.

Lynn University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award baccalaureate, masters and doctorate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Lynn University.

The College of Business and Management is accredited by the International Assembly for Collegiate Business Education (IACBE).

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Enhance your capabilities

The general umbrella of marketing incorporates a wealth of business strategies. It can include producing fliers, running TV commercials and encouraging word-of-mouth advertising. It can also be a more defined science that examines website performance, market research and client behaviors.

At Lynn, you'll study all of those areas. You'll assess trends in online marketing—a field critical in today's business world—and because of Lynn's multicultural makeup, you'll gain a global perspective at the same time.

All along, you'll grow your professional network during each class you take, with marketing experts as professors. They'll provide helpful tips and advice from the field as you work on projects designed to build both your expertise and your portfolio.

Initiate a promotion

From the sales perspective, a promotion can attract great new business... but from your perspective, a promotion can take you to incredible new places in your career. Your new marketing degree can earn specialist, manager or director-level roles in:

- marketing
- advertising
- project/brand management
- social media marketing
- sales

Branch out

Lynn graduates have taken their marketing degrees and done amazing things with them—and we know you'll do the same. As a Lynn alum, you'll join the ranks of our previous grads, who have gained employment with such big-name brands as:

- Elite Island Resorts
- Freedom Steel
- Jarden Consumer Solutions
- Vida Jets
- Native Remedies
- Test Medics
- THELAW.TV

Drive the movement

College of Business and Management Dean Thomas Kruczek is happy to answer any questions you may have about the marketing degree programs available at Lynn. **Call or email him at 561-237-7001 or tkruczek@lynn.edu.**

Or reach out to our Office of Admission at:
admission@lynn.edu
561-237-7900
Lynn.edu/admission

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