



From technology and culture to law and regulation, an MBA with a specialization in mass communication and media management provides insight and expertise that will follow you in your career.

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.**

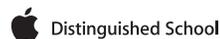
Our professors concentrate on the art of teaching—making good students great and great students remarkable.

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.

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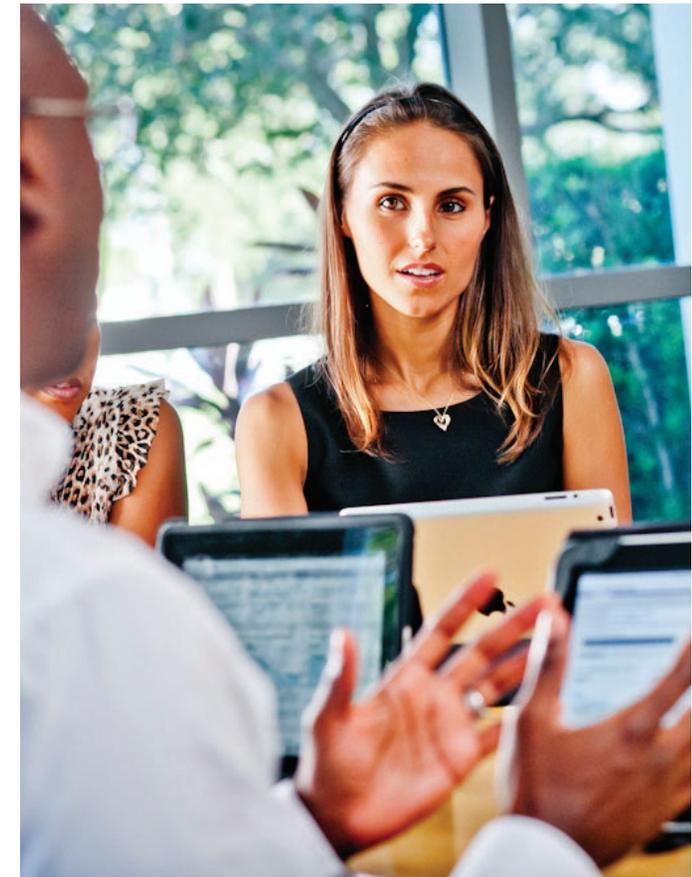
Recognized by Apple as a distinguished school for innovation, leadership, and educational excellence.

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.

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MBA@LYNN



Connect with the world

Be a leader in the communication of ideas, and learn to make decisions with confidence.

COLLEGE OF BUSINESS AND MANAGEMENT

**Mass Communication and Media Management
(MBA specialization)**





Coordinate your story

An excellent management professional takes advantage of their resources and plans efficiently. As an MBA student at Lynn, you'll practice these skills while delving into the various aspects of running and managing a business. You'll gain the skills you need to motivate your employees and enhance your profitability. And your specialization in mass communication and media management will add to your business core with three courses covering the technologies, law, communication and culture of the media—providing you with a personalized and well-rounded management degree and a very marketable familiarity in media management.

You'll study with your peers and professors on an iPad mini (provided to you by Lynn, that you keep after graduation) to make sure you get the most out of your education. And if you study on campus, you'll take classes in our brand new International Business Center—a building designed specifically with business students in mind.

Lynn MBA coursework is offered in accelerated 8-week terms, allowing you to complete your degree in as little as one year.

Managing roles

An MBA with a specialization in Mass Communication and Media Management can make a qualified media management professional out of any motivated student—including you. Students graduating with this degree can qualify for such titles as:

- media executive
- marketing executive
- media sales representative
- network code enforcement specialist
- corporate relations executive
- station manager
- consultant

Unrestricted possibilities

Companies of all sizes are in need of confident managers... that's why an MBA is so flexible. Your specialization will gain you access to roles in marketing, media and corporate relations, but that's not all. Our alumni have achieved successful careers with a wide range of impressive companies, including:

- Sotheby's International Realty in New York City
- Alexis Dejoria Racing in West Palm Beach, Fla.
- Zimmerman Advertising in Fort Lauderdale, Fla.
- The GEO Group in Fort Lauderdale, Fla.
- Gerente Geral in Rio de Janeiro, Brazil

Contact our sources

Award-winning professor and department chair Ralph Norcio is happy to answer any questions you may have about the mass communication and media management MBA program at Lynn. **Call or email him at 561-237-7010 or rnorcio@lynn.edu.**

Or reach out to our Office of Admission at:

admission@lynn.edu

561-237-7900

lynn.edu/admission

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Preparing students for success.**

Visit lynn.edu/businessprograms