

Make an impact

As an advertising and public relations major, you'll learn how to design, develop and launch incredible campaigns. The field of advertising and public relations are large industries that affect our lives and the fields continue to grow domestically and globally. In this program, you'll learn about advertising, social media, and public relations, as well as how industries impact businesses and political and social arenas.

And you'll learn all of this from faculty and professors who are experts in their field. They will provide you with hands-on learning experiences and opportunities in strategic communication. This program provides you the opportunity to develop skills to assess both domestic and international perspectives, develop innovative approaches and implement creative designs inside a dynamic environment. Once you've earned your bachelor's in advertising and public relations, you'll be well-equipped for a broad range of careers in advertising and public relations.



What you'll learn as an advertising and public relations major

- Background in public relations, persuasion, design and production
- Strong foundation in communication theory and practice
- Training in public interaction and maintaining successful relationships
- Creation of advertising and public relations campaigns



“I appreciated the diversity of the campus. Having so many different voices in the classroom allowed for different perspectives that I otherwise wouldn't have seen for myself.”

Christine Buscarino '14, '15

About Lynn

Lynn University is one of the nation's most innovative and global universities. Located in Boca Raton, Florida, alongside booming business centers and beautiful beaches, 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 iPad®-powered learning 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.

We are focused on one thing: Preparing students for success.

Visit lynn.edu/comprograms

Estimated annual cost of attendance

Fee name	2023–2024	2024–2025
Tuition	\$41,200	\$42,730
Housing and food	\$13,750	\$14,330
Materials	\$500	\$250
Student services	\$1,000	\$1,000
Technology	\$750	\$750
Estimated total	\$57,200	\$59,060

Costs are based on completion of 120 total credits (30 credits per year). Some programs and courses may have additional costs.

Cost of housing is dependent on residence hall assignment.

Career opportunities

Earning your degree in advertising and public relations opens to the door to a variety of careers and fields. Graduates of this bachelor's program have gone on to work for many well-known advertising agencies, marketing firms and corporations.


- Marketing manager/director
- Program manager
- Media planner
- Account executive



Contact us

For more information on our College of Communication and Design, and B.A. in Advertising and Public Relations, visit lynn.edu/comprograms

Or reach out to our Office of Admission at:
+1 561-237-7900
admission@lynn.edu
lynn.edu/admission

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

Lynn University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate, baccalaureate, masters, and doctoral degrees. Degree-granting institutions also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Lynn University may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling +1 404-679-4500, or by using information available on [SACSCOC's website](https://sacscoc.org). © 2024 Lynn University

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