

Create, communicate and deliver

Take your career to the next level with an MBA in marketing. Explore the world of marketing and learn how to successfully execute advertising and campaign strategies for organizations both large and small. When it's time to graduate, you'll have what it takes to think strategically and deliver measurable results.

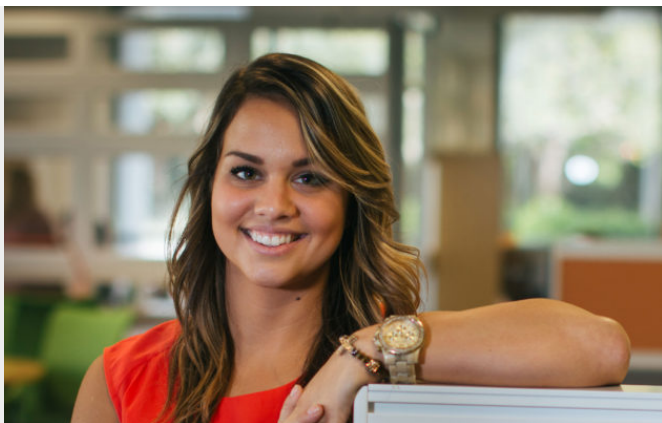
Here, you'll earn advanced business and management skills while focusing on strategy, analytics, digital and integrated marketing communications, and consumer behavior sciences. You'll become more strategic through qualitative and quantitative marketing research methods.

Plus, you'll study digital marketing strategies and consumer neuroscience, and learn operational marketing development, management and productivity. Have work and family obligations? This program is also offered online—giving working professionals like you flexibility and convenience.



More about the MBA in marketing

- Understand international markets and analyze consumer data
- Create multimedia content for omnichannel marketing campaigns
- Consult with local companies on marketing projects



“It's so, so, so important to give back in any sort of way—to volunteer your time, experience or expertise. Lynn has really made a point to instill that.”

Anne Marie Connolly '14, '16, B.S. in multimedia journalism, MBA in marketing

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/academics

Estimated annual cost of attendance

Fee name	2023-2024
Tuition	\$750 per credit
Fees	\$200
Total	\$27,200

Costs are based on completion of 36 total credits. Some programs and courses may have additional costs.

Master's in psychology, criminal justice, educational leadership, exceptional student education, public administration and clinical mental health counseling are \$650 per credit in 2023–2024.

Instructional material fees are a one-time charge and do not apply to students who reside internationally or plan to provide their own iPad, and/or required apps.

Career opportunities

The MBA in marketing program can take you to the next level in your current position, or help you attain your dream job. See what high-level roles you may land with your MBA.

- Director of advertising and communication
- Project manager
- Brand Manager



Contact us

For more information on our College of Business and Management, and MBA in Marketing, visit lynn.edu/academics

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). © 2023 Lynn University

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