

Strategize and communicate effectively

Design, develop and deliver effective communications with a master's in strategic communication. Dive deeply into brand and reputation management with courses in branding, integrated marketing, investor relations, crisis communications, licensing law, funding and evaluating programs, and more.

Designed for in-house and agency professionals, this strategic communication program goes beyond the basics by dissecting successful campaigns and training students to be effective communicators.



What you'll learn in the strategic communication program

- Manage corporate reputation and integrated marketing programs
- Establish strategic priorities and set mission-driven objectives
- Analyze marketing data and evaluate program effectiveness



“At Lynn, we all have a voice.”

Raghda Hany '18, Egypt, M.S. in communication, media and politics

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.

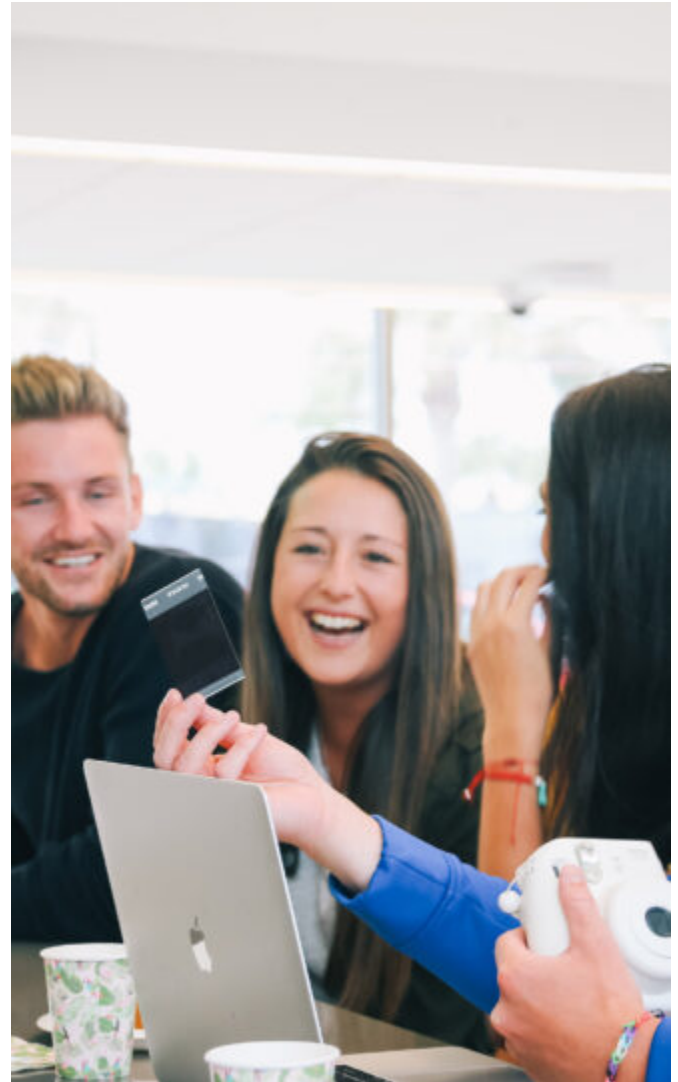
Master's in psychology, criminal justice, educational leadership, exceptional student education, public administration and clinical mental health counseling are \$650 per credit in 2023–2024.

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

A strategic communication degree provides practical training focused on the essential skills necessary for careers as communication professionals in a variety of areas. See where your new master's degree can take you.

- Corporate communication consultant
- Advertising and public relations specialist
- Political campaigns and advocacy
- Social media specialist



Contact us

For more information on our College of Communication and Design, and M.S. in Communication and Media: Strategic Communication (STEM), 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://www.sacscoc.org). © 2024 Lynn University

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