

Get their attention

Do you love branding and new innovation? A marketing degree may be the perfect fit for you. As a marketing major, you'll study business strategies, digital marketing, the principles of economics and much more. You'll also study product design and development, content marketing, website optimization, market research and consumer analytics—everything that goes into a successful marketing business. But earning a marketing degree is more than just sitting in a classroom.

Your core classes provide you with a strong business background, while also teaching you trending subjects like social media, search engine marketing and international business. 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.



Quick facts about the marketing degree

- Learn how to assess and identify marketing opportunities
- Create engaging user experiences and marketing content
- Implement digital marketing trends, SEO and marketing analytics



“The iPad is one of the main reasons why I chose Lynn, and it has helped me succeed in softball and academics.”

Natalie Costero, '21

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/businessprograms

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

There's a variety of marketing careers and industries where you can make your mark. See what you can do after earning your B.S. in marketing.

- Data analyst
- Marketing manager
- Social media specialist



Contact us

For more information on our College of Business and Management, and B.S. in Marketing, visit lynn.edu/businessprograms

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. © 2024 Lynn University

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