SCIENCE COMMUNICATION, GRADUATE/ PROFESSIONAL CERTIFICATE

The Department of Life Sciences Communication (LSC) is a world leader in science communication research, education, and practice. The Graduate Certificate in Science Communication allows students enrolled in any graduate or professional program at UW–Madison to supplement their existing graduate coursework with a transcriptable certificate in science communication. The certificate is appropriate not only for students in the physical sciences, biological sciences, and engineering fields but also for students in professional degree programs (law, veterinary medicine, etc.).

Graduate students interested in the ethical, legal, and social implications of emerging technologies, or who want to build an intellectual foundation for a future career in policy or various mission agencies (e.g., AAAS policy fellowships) dealing with public understanding and communication of science will find this certificate particularly valuable.

More information may be found on the department website (https://lsc.wisc.edu/).

ADMISSIONS

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All Graduate School students must utilize the Graduate Student Portal in MyUW to add, change, or discontinue any graduate/professional certificate. To apply to this certificate, log in to MyUW, click on Graduate Student Portal, and then click on Add/Change Programs (https://grad.wisc.edu/documents/change-program/). Select the information for the certificate for which you are applying.

This certificate is open to any UW-Madison student enrolled in a graduate level program outside of Life Sciences Communications (GRAD, LAW, MED, PHARM, VMED).

Professional students in the careers of Law, Medicine, Pharmacy, and Veterinary cannot add the certificate in the Graduate Student Portal, and should contact the program for more information.

Students are strongly encouraged to contact the academic advising manager or Director of Graduate Studies (see Contact Information box on this page for emails) to discuss course planning.

Students are not allowed to earn both the science communication graduate certificate and doctoral minor in life sciences communication.

FUNDING

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GRADUATE SCHOOL RESOURCES

The Bursar's Office provides information about tuition and fees associated with being a graduate student. Resources to help you afford graduate study might include assistantships, fellowships, traineeships, and financial aid. Further funding information is available from the Graduate School.
Be sure to check with your program for individual policies and restrictions related to funding.

REQUIREMENTS

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GRADE REQUIREMENTS

Students must meet the following requirements:

- Maintain a minimum cumulative GPA of 3.5 or higher in all Life Sciences Communications courses;
- Enroll in courses numbered 300 or above with the "Grad 50%" attribute.

REQUIRED COURSES

Code	Title	Credits
Core Courses		
Students must complete the following courses.		
LSC 700	Colloquium in Life Sciences Communication	1
LSC 720	Introduction to Communication Theory and Research	3
or LSC 625	Risk Communication	
or LSC/ENVIR ST/ JOURN 823	Science and Environment Communication	
or LSC 902	Public Opinion of Life Science Issues	
Electives		
Students must complete two courses from the approved courses:		6
LSC 340	Misinformation, Fake News, and Correcting False Beliefs about Science	
LSC 350	Visualizing Science and Technology	
LSC 430	Communicating Science with Narrative	
LSC 432	Social Media for the Sciences	
LSC 435	Brand Strategy for the Sciences	
LSC 440	Digital Media and Science Communication	
LSC 450	Documentary Photography for the Sciences	
LSC 460	Social Media Analytics	
LSC 480	Culturally Responsive Science Communication	
LSC 532	Web Design for the Sciences	
LSC 560	Scientific Writing	

LSC 561	Writing Science for the Public
LSC 625	Risk Communication
LSC 660	Data Analysis in Communications Research
LSC/JOURN 811	Conceptualization and Design of Mass Communication Research
LSC/ENVIR ST/ JOURN 823	Science and Environment Communication
LSC 835	Strategic Science Communication
LSC 850	Visual Science Communication
LSC 875	Special Topics
LSC 902	Public Opinion of Life Science Issues
LSC 912	Public Understanding of Politicized Science
Total Credits	**10**

Prior Coursework

Credits earned from other institutions or an undergraduate degree at UW-Madison cannot be applied to certificate requirements.

PROFESSIONAL DEVELOPMENT

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GRADUATE SCHOOL RESOURCES

Take advantage of the Graduate School's professional development resources (https://grad.wisc.edu/pd/) to build skills, thrive academically, and launch your career.

LEARNING OUTCOMES

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1. Communicate complex ideas effectively across different audiences, including underrepresented or particularly vulnerable audiences.
2. Select and utilize the most appropriate theories, methodologies, tools, and practices to communicate about science.
3. Collect relevant evidence designed to answer questions related to scientific challenges faced by industry, universities, and non-profits.
4. Discuss some of the ethical, legal, and social implications of science.