SCIENCE COMMUNICATION, CERTIFICATE

The Department of Life Sciences Communication (LSC) is one of the world's leading science communication programs, working at the intersection of science, media and society. The certificate in Science Communication teaches students how to understand the way we all make sense of increasingly complex scientific breakthroughs. Certificate students will gain an introduction to science communication theory and practical experience which allows them to more effectively communicate about controversial science in areas such as gene editing, the environment, health, agriculture, and artificial intelligence.

HOW TO GET IN

Students are eligible to declare the certificate at any point in their undergraduate career but are encouraged to declare as early as possible to plan the required coursework. Students are encouraged to meet with the advisor to discuss certificate requirements and ensure it fits with their academic and career goals. Students who are ready to declare the certificate can do so by completing this form (https://uwmadison.co1.qualtrics.com/jfe/form/SV_294pS5tCjs8sjVI/).

Students are not allowed to earn both the science communication certificate and life sciences communication major.

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REQUIREMENTS

- Minimum 2.0 GPA on all certificate courses
- At least 9 credits must be taken in residence at UW-Madison
- Courses in which a student elects the pass/fail option will not count toward completion of the certificate requirements

Code	Title	Credits
Core Course (Required)		**3**
LSC 251	Science, Media and Society	
Focus Area, complete one course in each area		**6**
Communication Strategy (See list below)		
Communication Skills & Technology (See list below)		
Elective, complete one course from either area		**3**
Communication Strategy (See list below)		
Communication Skills & Technology (See list below)		
Total Credits		**12**

FOCUS AREAS

COMMUNICATION STRATEGY

Code	Title	Credits
LSC 250	Research Methods in the Communication Industry	3
LSC 270	Marketing Communication for the Sciences	3
LSC 340	Misinformation, Fake News, and Correcting False Beliefs about Science	3
LSC 350	Visualizing Science and Technology	3
LSC 432	Social Media for the Life Sciences	3
LSC 435	Brand Strategy for the Sciences	3
LSC 440	Digital Media and Science Communication	3
LSC/AMER IND 444	Native American Environmental Issues and the Media	3
LSC 460	Social Media Analytics	3
LSC/COM ARTS/ JOURN 617	Health Communication in the Information Age	3
LSC 625	Risk Communication	3
LSC 660	Data Analysis in Communications Research	3

COMMUNICATION SKILLS & TECHNOLOGY

Code	Title	Credits
LSC 111	Science and Technology Newswriting	3
LSC 212	Introduction to Scientific Communication	3
LSC 314	Introduction to Digital Video Production	3
LSC 332	Print and Electronic Media Design	3
LSC 360	Information Radio	3
LSC 430	Communicating Science with Narrative	3
LSC 432	Social Media for the Life Sciences	3
LSC 450	Documentary Photography for the Sciences	3
LSC 532	Web Design for the Sciences	3
LSC 614	Advanced Video Production	3

CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.

LEARNING OUTCOMES

1. Apply knowledge in theoretical and applied communication to help meet society's biggest challenges in science and technology.
2. Discuss the interdependencies among individuals and their workplaces, communities, environments, and world; and the interrelationships between science and society.
3. Communicate effectively across media and a broad range of audiences.
4. Collaborate with others in small and large groups, demonstrating an appreciation for diverse views and a strong sense of personal and professional ethics.

ADVISING AND CAREERS

ADVISING

Current and prospective students should contact the advisor with questions or schedule an advising meeting using Starfish.

CAREERS

The interdisciplinary education provided through the Certificate in Science Communication will make graduates highly sought after by employers across both scientific and communication industries. Graduates can pursue careers in science writing, digital media and marketing, public health, environmental advocacy, and research in industry, non-profits and the government. Alternatively, others may go on to graduate and professional schools in the health, biological, social and physical sciences.

We encourage you to check out our website (http://lsc.wisc.edu/) to view recent alumni profiles.

PEOPLE

PROFESSORS & INSTRUCTORS (HTTPS://LSC.WISC.EDU/PEOPLE/FACULTY-RESEARCH-STAFF/)

Botham, Sarah
Brossard, Dominique (chair)
Chen, Kaiping
Chinn, Sedona
Fisher, Madeline
Li, Nan
Newman, Todd
Patterson, Dexter
Scheufele, Dietram
Shaw, Bret
Stanley, Don
Xenos, Michael (director of undergraduate studies)

WISCONSIN EXPERIENCE

INTERNSHIPS

LSC staff notify certificate students of opportunities to apply for summer and academic year internships related to science communication. Students could intern with marketing agencies, environmental and sustainability organizations, and healthcare and agricultural agencies.

STUDENT ORGANIZATIONS

LSC is home to both the Science Communication Club and the National Agri-Marketing Association UW-Madison chapter (https://lsc.wisc.edu/academic-programs/undergraduate/#student-organizations) and there are many additional opportunities for students to get involved with other student organizations on campus.

COMMUNITY ENGAGEMENT AND VOLUNTEERING

Certificate students could volunteer in healthcare, non-profits, advocacy agencies and more. The Morgridge Center for Public Service (https://morgridge.wisc.edu/) provides resources to help students connect with volunteer opportunities based on their interests and goals.