

SCIENCE COMMUNICATION, CERTIFICATE

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.