

# SCIENCE COMMUNICATION, CERTIFICATE

## REQUIREMENTS

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- 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
<b>Core Course (Required)</b>		
LSC 251	Science, Media and Society	3
<b>Focus Area, complete one course in each focus area (see lists below)</b>		<b>6</b>
Communication Strategy		
Communication Skills & Technology		
<b>Elective, complete one course from either focus area (see lists below)</b>		<b>3</b>
Communication Strategy		
Communication Skills & Technology		
<b>Total Credits</b>		<b>12</b>

### 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 435	Brand Strategy for the Sciences	3
LSC 440	Digital Media and Science Communication	3
LSC 480	Culturally Responsive Science Communication	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 212	Introduction to Scientific Communication	3

LSC 314	Introduction to Digital Video Production	3
LSC 332	Digital and Print Media Design	3
LSC 360	Science Podcasting & Radio	3
LSC 430	Communicating Science with Narrative	3
LSC 432	Social Media for the Sciences	3
LSC 450	Documentary Photography for the Sciences	3
LSC 460	Social Media Analytics	3
LSC 480	Culturally Responsive Science Communication	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.