



Life Sciences Communication

UNIVERSITY OF WISCONSIN-MADISON

Leader in science communication research, education, and practice

CAREERS

LSC graduates can be found in graduate, medical and professional schools around the world or working in digital marketing, writing, non-profit organizations, and more.



STUDY ABROAD

LSC students participate in study abroad opportunities all over the world from Uganda to Thailand to England and Ecuador. Students choose to do programs anywhere from 2-weeks in duration to an entire year!

SMALL CLASS SIZES WITH AWARD-WINNING FACULTY

Most LSC courses enroll between 20-50 students allowing students to get to know our award winning faculty and instructors throughout their time in LSC.

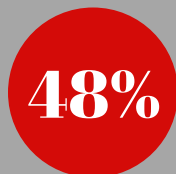


INDIVIDUALIZED CURRICULUM

The LSC major provides students the opportunity to customize their LSC coursework to suit their academic and career goals in areas such as strategic communication, video, marketing, graphic design, and risk communication. Students can also choose to participate in Honors in the Major in LSC.

DOUBLE MAJORS & CERTIFICATES

Approximately 48% of LSC students are pursuing a second major and/or certificate(s) in areas such as genetics, dairy science, physics, environmental science, political science and psychology, global health, digital studies and legal studies.



LEARN MORE AT LSC.WISC.EDU

Requirements for a B.S. in LSC

GENERAL EDUCATION & COLLEGE REQUIREMENTS

University Requirements

Communication Part A
Communication Part B
Quantitative Reasoning Part A
Quantitative Reasoning Part B

Ethnic Studies
Humanities/Literature/Arts (6 credits)
Social Science (3 credits)

CALS Requirements

First-Year Seminar
International Studies
Physical Science (Chem 103, 108 or 109)
Biological Science (5 credits)
Additional Science (3 credits)
Science Breadth (3 credits)

LSC MAJOR REQUIREMENTS (24 CREDITS)

Foundation Courses (choose 1)

LSC 111: Science & Technology Newswriting (*Comm B*)
LSC 212 Introduction to Scientific Communication (*Comm B*)

Core Courses (both required)

LSC 250: Research Methods in the Communication Industry (*Social Science*)
LSC 251: Science, Media and Society (*Humanities/Social Science*)

Additional Core Courses (choose 2)

LSC 270: Marketing Comm for the Sciences
LSC 314: Introduction to Digital Video Production
LSC 332: Print & Electronic Media Design
LSC 350: Visualizing Science & Tech (*Humanities/Social Science*)
LSC 360: Information Radio (*Comm B*)

Concentration Courses (choose 2 courses from 1 concentration)

Communication Strategy

LSC 432: Social Media for the Life Sciences
LSC 435: Theory & Practice of Integrated Marketing
LSC 440: Contemporary Comm Technologies and Their Social Effects
LSC 444: Native American Environmental Issues & the Media
(*Ethnic Studies*)
LSC 625: Risk Communication
LSC 660: Data Analysis in Communications Research (*Social Science*)

Communication Skills & Technologies

LSC 430: Communicating Science with Narrative (*Comm B, Social Science*)
LSC 432: Social Media for the Life Sciences
LSC 450: Documentary Photography in the Sciences
LSC 532: Web Design for the Sciences
LSC 614: Advanced Video Production


Capstone (choose 1)

LSC 515: Social Marketing Campaigns in Science, Health & the Environment
LSC 640: Case Studies in the Communication of Science & Tech

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CONTACT US

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