

LIFE SCIENCES COMMUNICATION, B.S.

REQUIREMENTS

UNIVERSITY GENERAL EDUCATION REQUIREMENTS

All undergraduate students at the University of Wisconsin–Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate General Education Requirements (<http://guide.wisc.edu/undergraduate/#requirementsforundergraduatestudytext>) section of the *Guide*.

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|-------------------|---|
| General Education | • Breadth–Humanities/Literature/Arts: 6 credits |
| | • Breadth–Natural Science: 4 to 6 credits, consisting of one 4- or 5-credit course with a laboratory component; or two courses providing a total of 6 credits |
| | • Breadth–Social Studies: 3 credits |
| | • Communication Part A & Part B * |
| | • Ethnic Studies * |
| | • Quantitative Reasoning Part A & Part B * |

* The mortarboard symbol appears before the title of any course that fulfills one of the Communication Part A or Part B, Ethnic Studies, or Quantitative Reasoning Part A or Part B requirements.

COLLEGE OF AGRICULTURAL AND LIFE SCIENCES REQUIREMENTS

In addition to the University General Education Requirements, all undergraduate students in CALS must satisfy a set of college and major requirements. Courses may not double count within university requirements (General Education and Breadth) or within college requirements (First-Year Seminar, International Studies, Science, and Capstone), but courses counted toward university requirements may also be used to satisfy a college and/or a major requirement; similarly, courses counted toward college requirements may also be used to satisfy a university and/or a major requirement.

COLLEGE REQUIREMENTS FOR ALL CALS B.S. DEGREE PROGRAMS

| Code | Title | Credits |
|--|-------|---------|
| Quality of Work: Students must maintain a minimum cumulative grade point average of 2.000 to remain in good standing and be eligible for graduation. | | |

Residency: Students must complete 30 degree credits in residence at UW–Madison after earning 86 credits toward their undergraduate degree.

First Year Seminar (<http://guide.wisc.edu/undergraduate/agricultural-life-sciences/#CALSThirdYearSeminarCourses>) 1

International Studies (<http://guide.wisc.edu/undergraduate/agricultural-life-sciences/#CALSThirdYearSeminarCourses>) 3

Physical Science Fundamentals 4–5

| | |
|-------------|----------------------------|
| CHEM 103 | General Chemistry I |
| or CHEM 108 | Chemistry in Our World |
| or CHEM 109 | Advanced General Chemistry |

Biological Science 5

Additional Science (Biological, Physical, or Natural) 3

Science Breadth (Biological, Physical, Natural, or Social) 3

CALS Capstone Learning Experience: included in the requirements for each CALS major (see "Major Requirements") (<http://guide.wisc.edu/undergraduate/agricultural-life-sciences/#CALSCapstoneRequirement>)

MAJOR REQUIREMENTS

Courses may not double count within the major (unless specifically noted otherwise), but courses counted toward the major requirements may also be used to satisfy a university requirement and/or a college requirement. Students must have a minimum of 15 credits within the LSC major that do not double count with CALS or university "general education" requirements.

MATH AND STATISTICS FOUNDATION

LSC strongly recommends that all students complete MATH 112 Algebra or MATH 114 Algebra and Trigonometry to complete the university Quantitative Reasoning A requirement and either STAT 301 Introduction to Statistical Methods, STAT 371 Introductory Applied Statistics for the Life Sciences or SOC/C&E SOC 360 Statistics for Sociologists I which would complete the university Quantitative Reasoning B requirement.

REQUIRED COURSES

| Code | Title | Credits |
|------------------------------|---|---------|
| Foundation Course | | |
| LSC 111 | Science and Technology Newswriting | 3 |
| or LSC 212 | Introduction to Scientific Communication | |
| Core | | |
| LSC 250 | Research Methods in the Communication Industry | 3 |
| LSC 251 | Science, Media and Society | 3 |
| Select two of the following: | | 6 |
| LSC 270 | Marketing Communication for the Sciences | |
| LSC 314 | Introduction to Digital Video Production | |
| LSC 332 | Print and Electronic Media Design | |
| LSC 340 | Misinformation, Fake News, and Correcting False Beliefs about Science | |
| LSC 350 | Visualizing Science and Technology | |

| | | |
|--|---|-----------|
| LSC 360 | Information Radio | |
| Concentration within the Major | | |
| Select 6 credits from one of the following concentrations: | | 6 |
| Communication Strategy | | |
| Communication Skills and Technologies | | |
| Capstone | | |
| LSC 515 | Social Marketing Campaigns in Science, Health and the Environment | 3 |
| or LSC 640 | Case Studies in the Communication of Science and Technology | |
| Total Credits | | 24 |

CONCENTRATIONS WITHIN THE MAJOR COMMUNICATION STRATEGY

This concentration focuses on the skills and theory necessary to effectively communicate with audiences in the life sciences context, while satisfying the long terms strategic goals of an organization. The concentration includes courses in marketing, strategic and risk communication, and data analysis.

| Code | Title | Credits |
|------------------------------|--|---------|
| Select two of the following: | | 6 |
| LSC 432 | Social Media for the Life Sciences | |
| LSC 435 | Brand Strategy for the Sciences | |
| LSC 440 | Digital Media and Science Communication | |
| LSC/ AMER IND 444 | Native American Environmental Issues and the Media | |
| LSC 460 | Social Media Analytics | |
| LSC/COM ARTS/ JOURN 617 | Health Communication in the Information Age | |
| LSC 625 | Risk Communication | |
| LSC 660 | Data Analysis in Communications Research | |

COMMUNICATION SKILLS AND TECHNOLOGIES

This concentration focuses on the skills required to translate organized information into informative and persuasive messages for a variety of media, such as writing, documentary photography, social media, web design and video production.

| Code | Title | Credits |
|------------------------------|--|---------|
| Select two of the following: | | 6 |
| LSC 430 | Communicating Science with Narrative | |
| LSC 432 | Social Media for the Life Sciences | |
| LSC 450 | Documentary Photography for the Sciences | |
| LSC 532 | Web Design for the Sciences | |
| LSC 614 | Advanced Video Production | |

HONORS IN THE MAJOR

Students admitted to the university and to the College of Agricultural and Life Sciences are invited to apply to be considered for admission to the CALS Honors Program.

Admission Criteria for New First-Year Students:

- Complete program application including essay questions

Admission Criteria for Transfer and Continuing UW-Madison Students:

- UW-Madison cumulative GPA of at least 3.25
- Complete program application including essay questions

HOW TO APPLY

The application is available on the CALS Honors Program website (<https://cals.wisc.edu/academics/undergraduate/current-students/honors-program/>). Applications are accepted at any time.

New first-year students with accepted applications will automatically be enrolled in Honors in Research. It is possible to switch to Honors in the Major in the student's first semester on campus after receiving approval from the advisor for that major. Transfer and continuing students may apply directly to Honors in Research or Honors in the Major (after approval from the major advisor).

REQUIREMENTS

All CALS Honors programs have the following requirements:

- Earn at least a cumulative 3.25 GPA at UW-Madison (some programs have higher requirements)
- Complete the program-specific requirements listed below
- Submit completed thesis documentation to CALS Academic Affairs

HONORS IN THE MAJOR IN LIFE SCIENCES COMMUNICATION: REQUIREMENTS

Students may apply for admission to Honors in the Major in Life Sciences Communication (LSC) at any time but are strongly advised to apply before their junior year. Interested students are encouraged to meet with the LSC advisor with any questions about Honors in the Major in LSC.

- 24-28 credits of coursework, as outlined in the chart below.
- For the 15 credits of LSC coursework taken for honors credit:
 - Students must earn at least a 3.5 cumulative GPA in this coursework.
 - It is the student's responsibility to enroll in honors sections or to select honors optional in order for courses to count toward Honors in the Major.
 - Thesis and Independent Study credits do not count toward the required 15 credits of LSC honors coursework.
- Complete a senior honors thesis and present the thesis at the CALS Undergraduate Research Symposium or another public venue.

| Code | Title | Credits |
|----------------------------|--|---------|
| Required Coursework | | |
| STAT 301 or STAT 371 | Introduction to Statistical Methods Introductory Applied Statistics for the Life Sciences | 3 |

| | | |
|--|--|--------------|
| or C&E SOC/ SOC 360 | Statistics for Sociologists I | |
| LSC 289 | Honors Independent Study | 2 |
| or LSC 299 | Independent Study | |
| or LSC 699 | Special Problems | |
| LSC 681 & LSC 682 | Senior Honors Thesis and Senior Honors Thesis | 4-8 |
| 15 credits of LSC coursework taken for Honors credit | | 15 |
| Total Credits | | 24-28 |

UNIVERSITY DEGREE REQUIREMENTS

Total Degree To receive a bachelor's degree from UW-Madison, students must earn a minimum of 120 degree credits. The requirements for some programs may exceed 120 degree credits. Students should consult with their college or department advisor for information on specific credit requirements.

Residency Degree candidates are required to earn a minimum of 30 credits in residence at UW-Madison. "In residence" means on the UW-Madison campus with an undergraduate degree classification. "In residence" credit also includes UW-Madison courses offered in distance or online formats and credits earned in UW-Madison Study Abroad/Study Away programs.

Quality of Work Undergraduate students must maintain the minimum grade point average specified by the school, college, or academic program to remain in good academic standing. Students whose academic performance drops below these minimum thresholds will be placed on academic probation.