LIFE SCIENCES COMMUNICATION, B.S.

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 LSC major teaches students how to understand the way we all make sense of increasingly complex scientific breakthroughs. This theoretical background is a foundation to effectively communicate about controversial science topics in areas such as the environment and natural resources, health, agriculture and new science technologies like gene editing and artificial intelligence.

Students receive instruction across multimedia platforms such as print, audio, video and web. They are taught how to target and create communications for both news and marketing. Most important, they learn how to plan strategically and implement the most effective communications for diverse audiences.

Many courses in LSC have a strong professional focus, combining classroom instruction with projects that have real-world clients from industry and non-profit. Our faculty and instructors work with clients from a variety of industries and the policy world and bring those experiences into the classroom. These collaborations and projects prepare LSC students for careers in a wide variety of fields, including healthcare, digital marketing, education, media, agriculture, information technology, consumer goods, life sciences and consulting. LSC students also pursue graduate and professional school after graduation in the health, biological, social and physical sciences.

Students can also participate in an honors in major program in LSC (https://guide.wisc.edu/undergraduate/agricultural-life-sciences/life-sciences-communication/life-sciences-communication-bs/#requirementstext).

Learn through hands-on, real world experiences

State-of-the-art computer labs, radio labs and video production equipment support student learning and preparation for careers.

Capstone courses provide students with an opportunity to put their LSC education into practice. Students apply their skills in the real world through these capstones, working with a real-life client on a social marketing campaign to influence behavioral change or participate in a science communication internship.

Students interested in science communication research can participate in research projects with professors leading the field of science communication.

Build community and networks

LSC instructors are world-class researchers and real-world practitioners. Many courses enroll between 15-50 students, allowing students to get to know award-winning faculty and instructors personally throughout their time in the major.

Customize a path of study

LSC is an attractive major and double major to students interested in a variety of fields including genetics, global health, environmental science, physics, legal studies, psychology and more. The LSC major is highly customizable both in terms of course selection in the major and in the ability to add majors and certificates to the LSC bachelor's degree based on each student's interests and career goals.

Make a strong start

LSC introduces students to the field of science communication, the College of Agricultural and Life Sciences and the university by offering LSC 155: First Year Seminar in Science Communication, a seminar course for first year students.

Gain global perspective

LSC students often participate in study abroad opportunities around the world including places like Spain, Uganda, Denmark, England and Ecuador. Programs range from two-weeks in duration to an entire year. Learn more about studying abroad as an LSC major by checking out the LSC Major Advising Page (https://studyabroad.wisc.edu/academics/major-advising-pages-maps/life-sciences-communication/). Students work with their advisor and the CALS study abroad office (https://cals.wisc.edu/academics/undergraduate/current-students/study-abroad/) to identify appropriate programs.