



# Life Sciences Communication

COLLEGE OF AGRICULTURAL  
AND LIFE SCIENCES

## Signature Student Experiences

College signature experiences encourage students to build community and professional networks; gain global experience and apply what they learn.

### LEARN THROUGH HANDS-ON, REAL-WORLD EXPERIENCES

- LSC houses state-of-the-art teaching and research labs, including radio studios and video production facilities.
- Students integrate academic training and skills with industry-relevant practice through class projects involving real-life clients.

### BUILD COMMUNITY AND NETWORKS

- Connect with strong alumni network across many industries and fields of employment.
- LSC is home to the award-winning National Agri-Marketing Association and the UW Science Communication Club.

### CUSTOMIZE A PATH OF STUDY

- Half of LSC students also complete another major or certificate/minor.
- Students choose classes from multiple focus areas, including communication strategy and communication skills and technology. Course topics range from risk communication to social media analytics and strategic marketing.

### MAKE A STRONG START

- Learn about science communication in a number of introductory courses, including Science and Storytelling; Science, Media & Society, and First-Year Seminar in Science Communication.

### GAIN GLOBAL PERSPECTIVE

- LSC students can choose from numerous study abroad programs focused on communication or the life sciences.
- Students study with award-winning, international faculty from the U.S., Argentina, China, France and Germany.

Successfully communicating about science is more important than ever with new advances in gene editing technologies, artificial intelligence, and disease outbreaks including COVID-19. The flexible Life Sciences Communication (LSC) undergraduate major focuses on strategic communication, writing, marketing, visual communication or digital media with an emphasis on the sciences.

An LSC degree prepares majors and double majors for careers in health, science writing, digital media and marketing, environmental advocacy, and research or consulting in industry, nonprofits and government.



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[go.wisc.edu/LSCmajor](http://go.wisc.edu/LSCmajor)

## CALS AREA OF STUDY

BUSINESS,  
COMMUNICATION  
& SOCIETY

150+

UNDERGRADUATE  
STUDENTS

15+

SCHOLARSHIPS AWARDED  
EACH YEAR

100%

OF STUDENTS ASSIGNED  
ACADEMIC ADVISORS &  
FACULTY MENTORS

90%

OF STUDENTS COMPLETE AT  
LEAST ONE INTERNSHIP

40%

OF STUDENTS STUDY  
OR INTERN ABROAD

CALS believes diversity is a source of strength, creativity and innovation for campus, and we value and respect what each person brings to the table, including alumni, faculty, staff and students from historically underrepresented groups.

## LSC Alumni are Growing the Future

- After graduation, LSC alums enter a wide variety of industries, nonprofits, academic settings and the policy world.

### QUAMAINE BOND

**Life Sciences Communication BS'16**

Medical student, Medical College of Wisconsin



### ALEXANDRA BRANSCOMBE

**Life Sciences Communication BS'13**

Communications Specialist, National Center for Atmospheric Research

### RACHEL GERBITZ

**Life Sciences Communication BS'19**

Director of Sustainability Communications and Partnerships, WI Farm Bureau Federation



### CHRISTIAN SCHAUF

**Life Sciences Communication BS'03**

Founder of Uncharted Supply Co., an outdoor safety and survival brand

View more profiles of graduates at  
[go.wisc.edu/LSCalumni](https://go.wisc.edu/LSCalumni)



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