

# CERTIFICATE IN STEM COMMUNICATION



The Certificate in STEM Communication is designed for STEM students who wish to supplement their primary programs of study with communication skills. The certificate is geared toward students who wish to learn effective ways to communicate complex science information across a variety of situations. The two required and two elective courses in the certificate will help students develop effective strategies for communicating STEM content to key audiences, and understand the diverse perspectives surrounding STEM issues.

The Certificate in STEM Communication aims to equip students interested in pursuing careers in STEM fields with enhanced communication skills, as well as a deeper understanding of the interpersonal, professional, and cultural contexts that shape STEM content. The certificate provides students with a competitive edge in the evolving STEM field where communication skills are increasingly valued by employers.

## Learning Objectives

Upon successful completion, students will be able to:

1. Understand the diverse perspectives that individuals and groups bring to STEM issues and the impact of these perspectives on effective STEM communication.
2. Articulate the role that communication plays in sharing STEM content in broader social, economic, and cultural contexts.
3. Develop effective strategies both for communicating STEM content to key audiences and for overcoming barriers to reaching those audiences.
4. Assess misinformation around STEM content and develop skills for countering it using source-based (sharing accurate information from trusted sources) and relational-based (emphasize building relationships and listening effectively) approaches.

## Requirements

### Effective Fall 2024

Additional coursework may be required due to prerequisites.

Code	Title	Credits
<b>Required Courses:</b>		
JTC 319	Science and Environmental Communication	3
SPCM 130	Foundations of Human Communication (GT-SS3)	3
Select a minimum of 6 credits from two different subject codes from the following:		6
BZ 560	Teaching and Communicating Science	
CO 301B	Writing in the Disciplines: Sciences (GT-CO3)	
or JTC 300	Strategic Writing and Communication (GT-CO3)	
CO 402	Principles of Digital Rhetoric and Design	
E 339	Literature of the Earth	
HIST 463	Science and Technology in Modern History	
JTC 335	Photography	
JTC 350	Public Relations and Advertising	
JTC 372	Web Design and Development	
JTC 417	Data Visualization Design	
JTC 419	Food and Natural Resources Communication	
SPCM 337	Persuasion	
SPCM 433	Organizational Communication	
SPCM 434	Intercultural Communication	
<b>Program Total Credits:</b>		<b>12</b>