

MINOR IN SCIENCE COMMUNICATION

JTC 451	Integrated Communication Campaigns
Program Total Credits:	21

The minor in Science Communication is designed to educate highly qualified communicators who have interests in specialized academic disciplines and career fields. Because science often involves complicated research and processes, communicating the results of that work requires special skills. This program is designed to prepare students for a wide range of niche career opportunities in media, corporate communication, science-related industries, and scientific environments. Journalism and Media Communication major students are not allowed to declare this minor, but may choose a science communication focus within their major.

To add a Science Communication minor, contact our Undergraduate Coordinator Dakota Cotner at Dakota.Cotner@colostate.edu.

Learning Objectives

Students will demonstrate competence in writing, editing, and producing media messages, as well as planning, designing and evaluating effective public information programs about science.

Requirements Effective Fall 2021

Students must satisfactorily complete the total credits required for the minor. Minors and interdisciplinary minors require 12 or more upper-division (300- to 400-level) credits.

Additional coursework may be required due to prerequisites.

Code	Title	Credits
JTC 210	Newswriting	3
JTC 211	Visual Communication	3
JTC 319	Science and Environmental Communication	3
JTC 350	Public Relations and Advertising	3
JTC 419	Food and Natural Resources Communication	3
Select two courses from the following:		6
JTC 320A	Reporting: General News	
JTC 326	Online Storytelling and Audience Engagement	
JTC 328	Feature Writing	
JTC 335	Photography	
JTC 351	Writing for PR and Advertising	
JTC 354	Crisis Communication	
JTC 355	Advertising	
JTC 356	Advertising Creativity and Copywriting	
JTC 359	Strategic Communication Research	
JTC 361	Writing for Specialized Magazines	
JTC 363	Data Journalism	
JTC 371	Publications Design and Production	
JTC 372	Web Design and Development	
JTC 417	Data Visualization Design	