

STRATEGIC CLIMATE COMMUNICATION, ADVANCED CERTIFICATE

Communicating climate change is one of the biggest challenges of our time. The threat of climate change to human well-being and society is poorly understood due to difficulties in communicating the problem. This Advanced Certificate in Strategic Climate Communication offers the opportunity to develop the skills and knowledge to more effectively communicate climate science and the impacts of anthropogenic climate change to a wide audience including the general public, policy makers, industry professionals, and academics. In this 6-course (6 CU) advanced certificate students will gain an understanding of climate science, effective communication strategies, and how what they have learned in other courses can be applied to real-world scenarios. They will also develop communication skills to more effectively share an understanding of climate change and its relevant policy implications with a broad audience.

Advanced Certificate in Strategic Climate Communication Requirements

- The Advanced Certificate in Strategic Climate Communication is a 6-course (6 CU) program of study taught by University of Pennsylvania faculty.
- To earn this advanced certificate, students complete five courses (listed below) in any order and CLCH 4100 Climate Communication Capstone as the final course.

Flexible Course Schedule

Penn LPS Online courses in the Advanced Certificate in Strategic Climate Communication are offered on an accelerated (8-week) schedule. Courses in the online certificate program are largely asynchronous with some optional synchronous sessions to be scheduled by the instructors. All Penn LPS Online courses are taught at the undergraduate level by Penn instructors.

You have the option to enroll in individual climate communication courses without committing to the entire online certificate, enjoying the flexibility and expertise offered by Penn LPS Online to suit your schedule and interests.

The Advanced Certificate in Strategic Climate Communication prepares you to:

- **Interpret and clearly explain core climate science concepts**, including climate systems, environmental processes, and scientific consensus, for audiences with varying levels of expertise.
- **Analyze how misinformation, disinformation, and politicization influence public understanding of climate change**, and apply evidence-based strategies to counter inaccurate or misleading claims.
- **Develop communication products across diverse media formats**, such as data-driven writing, digital campaigns, social media series, podcasts, visual presentations, and public-facing policy briefs.
- **Apply principles of storytelling, audience analysis, and message framing** to create climate communication that is both scientifically accurate and culturally resonant.

- **Understand how digital platforms, media ecosystems, and emerging technologies shape climate discourse**, and use this insight to design communication strategies that meet audiences where they are.
- **Produce a capstone project that demonstrates the synthesis of scientific knowledge and applied communication skills**, preparing you to contribute effectively in professional, academic, or public contexts.

Curriculum

Students must complete CLCH 4100: Climate Communication Capstone after completing three science courses and two communication courses from the list below to earn the Advanced Certificate in Strategic Climate Communication. The capstone must be taken after all other certificate courses, while the remaining five courses may be completed in any order.

Code	Title	Course Units
Advanced Certificate in Strategic Climate Communication		
<i>Science Course (Select 3)</i>		3
CLCH 1600	Oceans and Climate	
CLCH 2100	Introduction to Disaster Management	
CLCH 2200	Atmospheric Science	
CLCH 2300	Climate Change	
CLCH 3100	Global Environmental Issues	
<i>Communication Courses (Select 2)</i>		2
PROW 2000	Writing with Data	
PROW 2010	Designing Effective Presentations	
PROW 2030	Writing for Public Audiences: The Op-Ed and White Paper	
PROW 3010	The Power of Storytelling	
PROW 4000	Writing for Social Media	
CRWR 3700	Journalism Workshop	
DIGC 1200	Digital Literacy & Cultural Change	
DIGC 3200	Designing Critical Futures	
DIGC 3600	Applications of Digital Culture	
LEAD 1010	Leadership Theory, Practice and Purpose	
DISG 1000	Centering Dialogue as a Leadership Strategy	
<i>Required Capstone Course Taken Last</i>		1
CLCH 4100	Climate Communication Capstone	
Total Course Units		6

Courses are subject to change.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2026 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.