

Term	Course	Units
Term One: Fall	MATH 101: Intro to Analysis I	4.0
	BIO 107: Cells, Genetics and Physiology	3.0
	BIO 108: Cells, Genetics and Physiology Lab	1.0
	COM 101: Human Communication	3.0
	COM 150: Mass Media and Society	3.0
	ENGL 310: Live Poets!	3.0
Term Two: Winter	MATH 102: Intro to Analysis II	4.0
	WRIT 301: Writing Poetry	3.0
	ENVP 275: Global Climate Change	3.0
	SOC 240: Urban Sociology	3.0
	ENGL 395: Creative Non-fiction	3.0
	CSDN 102: Knowledge by Design Seminar	1.0
	PSCI 331: Environmental Politics	3.0
Term Three: Spring	First Co Op Cycle	
Term Four: Summer		
Term Five: Fall	COM 210: Theories and Models of Communication	3.0
	MGMT 260: Intro to Entrepreneurship	4.0
	ECON 201: Principles of Microeconomics	4.0
	WRIT 220: Creative Nonfiction Writing	3.0
	ENVS 260: Environmental Science and Society I	3.0
	CSDN 101: Intro to Multi-Disciplinary Methods	1.0
Term Six: Winter	COM 316: Campaigns for Health and Environment	3.0
	ORGB 300: Organizational Behavior	4.0
	ECON 202: Principles of Macroeconomics	4.0
	WRIT 225: Creative Writing	3.0
	ENVS 262: Environmental Science and Society II	3.0
	SOC 312: Topics in Sociology of Science and Technology	3.0
Term Seven: Spring	Second Co Op Cycle	
Term Eight: Summer		

Term Nine: Fall	COM 317: Environmental Communication	3.0
	MKTG 301: Intro to Marketing Management	4.0
	CRTV 301: Foundations in Creativity	3.0
	ENVS 289: Global Warming, Biodiversity and Your Future	3.0
	ANTH 360: Culture and the Environment	3.0
	CSDN 203: Custom-Designed Major Seminar	1.0
Term Ten: Winter	COM 318: Film, Celebrity and the Environmental Movement	3.0
	MKTG 322: Advertising and Integrated Marketing Communications	4.0
	CRTV 302: Tools and Techniques in Creativity	3.0
	ENVS 321: Environmental Health	3.0
	PSCI 371: Science, Technology and Public Policy	3.0
	COM 320: Science Writing	3.0
Term Eleven: Spring	Third Co Op Cycle	
Term Twelve: Summer		
Term Thirteen: Fall	COM 350: Message Design and Evaluation	3.0
	MKTG 351: Marketing for Non-Profit Organizations	4.0
	CRTV 303: Creativity in the Workplace	3.0
	ENVS 351: Resource and Environmental Economics	4.0
	ENVP 325: Intro to Urban and Environmental Planning	3.0
Term Fourteen: Winter	COM 375: Grant Writing	3.0
	MKTG 364: Marketing for New Ventures	4.0
	ENVS 441: Issues in Global Climate Change I: Seminar	3.0
	PHIL 341: Philosophy of the Environment	3.0
	ENVP 345: Sociology of the Environment	3.0
Term Fifteen: Spring	COM 385: Media Effects	3.0
	ENGL 302: Environmental Literature	3.0
	ENVS 442: Issues in Global Climate Change II: Research	3.0
	ENVS 370: Practice of Environmental Economics	3.0
	PHIL 361: Philosophy of Science	3.0
	ENVP 360: Environmental Movements in America	3.0

To Whom It May Concern:

My goal for the Custom-Designed Major is simple: help the world—the Earth and the people in it. Culture and communication combined with environmental science and policy are the fields that I feel will best prepare me for this goal.

Within the program I hope to:

- Understand culture and society's relationship with the environment
- Understand how to communicate about the environment on a mass scale and in general
- Understand the science of the environment and human impact
- Seek ways to reduce this impact
- Communicate the science of the environment to a large audience

A Bachelor's of Science degree in environmental science typically prepares a student to conduct research or go on to higher education in that field. It looks at causes and effects; the "how" and "why" as any proper science must. But, the major does not emphasize how to communicate these findings. Here, the study of communication plays its key role.

While the scientific approach seeks a scientific answer, it lacks appeal to a large group of people. I believe the best solution is within the power of numbers. Understanding culture and employing the art of communication will bring crucial information of environmental science to the general public. People must understand the nature of the environment and that the challenges it faces, so to must we face. Public awareness and demand for change are the best means of making a real difference for future generations.

A major in a field of study focuses a student's attention solely on that subject and the many branches of sub-disciplines. Majoring only in environmental science would take a student down a path away from social studies and art. Conversely, majoring only in communications would isolate the student from the necessary understanding of the science behind the information. A double major would not be feasible with environmental science. The labs, science and math courses involved are extremely time-consuming. It would be difficult to include scheduling for a degree in an entirely unrelated field. Minors are unable to give great depth to a subject with only a limited number of courses. The rigorous structure of unit-dense science courses leaves minors in scientific fields essentially nonexistent.

Science and art seem to be opposites in principle, with completely different approaches in thinking as well as expressing information and ideas. Though every person experiences emotions, one of the most difficult tasks is to put these feelings into words. In science, it is the words that are difficult to put into feelings. Scientists name things, see how those things work together and they learn the facts of the universe. But without the aspect of emotion those facts mean little to the majority. If there is no relation to the audience, the subject matter fails to make an impact. Why should people care about something they don't even know has an effect on their

daily lives? I believe it is the middle ground, the reconciliation of science and art that will have the greatest result. Yes, art and science may be two different hemispheres of a cranium, but that does not equate an ultimatum. One must not choose either science or art in education, career or otherwise. And really who wants to live in a place where such an ultimatum exists?