

Certificate in Communicating Sustainability

Available to any Dalhousie undergraduate student.

Grade requirements for Certificate in Communicating Sustainability: Cumulative average GPA of at least 3.0 (B) with no individual course grade less than C in all courses counting for the Certificate.

Minimum 3 credit hours SUST at 1000-level. Take at least one of the following options:	Term/year	Grade
SUST 1000.06 <i>What is Sustainability?</i> (6 credit hours in fall term, satisfies writing req.)		
SUST 1001.06 <i>A Sustainable Future</i> (6 credit hours in winter term)		
SUST 1400.03 <i>Exploring Sustainability</i> (3 credit hours, online, winter and summer)		

and

Required Course (3 credit hours)	Term/year	Grade
SUST 3107.03 <i>Communicating Sustainability: Media and Messaging</i>		

and

One of the following courses (3 credit hours)	Term/year	Grade
SUST/MGMT 2105.03 <i>Introductory Conflict Management for Sustainability</i>		
SUST/MGMT/PLAN 4125.03 <i>Conflict Negotiation and Sustainability</i>		
Both SUST 2105 and SUST 4125 may be taken. If so, check one of them off in the table below.		

and

Three of the following courses (9 credit hours)	Term/year	Grade
SUST/MGMT 2105.03 <i>Introductory Conflict Management for Sustainability</i>		
SUST 3103.03 <i>Effective Argument for Sustainability</i>		
SUST/MGMT 3104.03 <i>Sustainability and the Non-profit Sector</i>		
SUST/GEOG 3106.03 <i>The Canadian North: Environmental Change and Challenges</i>		
SUST/MGMT/PLAN 4125.03 <i>Conflict Negotiation and Sustainability</i>		
INTD 3021.03 <i>Communicating Development and Environment: Critical Debates and Alternative Strategies</i>		

- Declare the *Certificate in Communicating Sustainability* in Dal Online.
- Certificate courses may also be used to satisfy Major or Minor requirements and General Degree Requirements.
- SUST 1000.06 satisfies the University Writing Requirement.
- SUST satisfies “Social Science” Subject Grouping for BSc students.
- SUST satisfies “Life and Physical Science” Subject Grouping for BA students.
- SUST satisfies “Social Science” and “Life and Physical Science” Subject Groupings for BCD students.
- SUST 1400 and SUST 1000 are Exclusions – credit will be granted for one or the other, not both.

If you have questions or to book an advising appointment please contact: ess.advising@dal.ca

Certificate Learning Outcomes

A student who completes the Certificate in Communicating Sustainability will be able to:

1. Demonstrate a working knowledge of contemporary sustainability challenges and problem-solving approaches.
2. Understand the theoretical and analytic frameworks of communication and apply these to existing sustainability communications.
3. Effectively communicate sustainability concepts, issues and opportunities to a variety of audiences, including those familiar with sustainability and those new to the topic.
4. Conceive, develop and refine effective sustainability communications in a variety of media, from conception through to delivery to an audience.
5. Understand the goals, characteristics, the ethical principles and practices of both journalistic and academic expression.
6. Conduct analysis of sustainability stories and communications strategies to discern fact, opinion, evidence, media frames, intentions and effects.
7. Analyze and debate diverse views on sustainability issues and to communicate these to a wider audience.
8. Develop constructive conflict and compromise skills in negotiating sustainability issues.
9. Develop practical writing skills: media release, news article, longer-form popular academic-based article, journalism, policy writing.
10. Develop non-textual media skills: video/audio presentations, podcasts, social media posts, posters, infographics, visual arts.
11. Develop oral communication skills, as both communicator and listener: presentations, pitches, formal negotiations, lobbying, mediation, and debate.
12. Articulate the value of learning and implementing sustainability communication skills for (a) personal development and (b) sustainability-related goals that span disciplines and fields.