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EUROPEAN UNIVERSITY FOR CUSTOMISED EDUCATION

STUDY GUIDE

SCIENTIFIC COMMUNICATION ON THE INTERNET

Organised by

University of Cantabria (UC)

1. IDENTIFYING DATA.	
· Course Name.	Scientific Communication on the Internet.
· Coordinating University.	University of Cantabria (UC).
· Partner Universities Involved.	-
· Course Field(s).	Extra.
· Related Study Programme.	Transversal Doctoral Programme.
· ISCED Code.	0688: Information and Communication Technologies (ICTs), inter-disciplinary programmes. 1088: Services, inter-disciplinary programmes.
· SDG.	SDG 4. Quality Education. SDG 9. Industry, Innovation and Infrastructure.
· Study Level.	B, M, D.
· EUNICE Key Competencies	Problem solving: NOT AT ALL Teamworking: NOT AT ALL Communication: Green - strongly Self-management: Orange - moderately Cognitive flexibility: Green - strongly Digital competence: Red - partially Technical competence: NOT AT ALL Global intercultural competence: NOT AT ALL

· Number of ECTS credits allocated.	2 ECTS.
· Mode of Delivery.	Online self-study.
· Language of Instruction.	English.
· Course Dates.	09.03.2026 – 20.03.2026 (March 9th, 2026 – March 20th, 2026).
· Precise Schedule of the Lectures.	Asynchronous sessions.
· Key Words.	Science Outreaching; Web Page, WordPress, Blog, Post, Internet.
· Catchy Phrase.	Increase your visibility in the scientific community and learn how to improve your science communication.

· Prerequisites and co-requisites.	- EUNICE Student. - English Level: B2.
· Number of EUNICE students that can attend the Course.	18.
· Course inscription procedure(s).	Standard EUNICE process.

2. CONTACT DETAILS.

· Department.	Department of Chemistry and Process and Resource Engineering.
· Name of Lecturer.	Alberto Coz.
· E-mail.	alberto.coz@unican.es
· Other Lecturers.	-

3. COURSE CONTENT.

This course is related to the creation of scientific web pages and blogs and how to communicate on the Internet. We will build a web page under a user-friendly tool (WordPress) and we will see some key issues in personal branding and science outreaching.

4. LEARNING OUTCOMES.

Scientific Webpages.
In this course, students will:

- be able to create a scientific web page with WordPress.
- know how to add scientific posts on a blog for science outreaching.

5. OBJECTIVES.

The main objective of the course is based on how to create a scientific web page and to add scientific posts on a blog. To fulfil this objective, the following tasks will be done:

- To study the main key aspects on Science Outreaching on Internet and personal branding.
- To learn some tools for adding science outreaching posts.
- To learn how to create a new web page on Internet from the beginning and using user-friendly tools.
- To learn the main key parts of WordPress as a free and open-source tool for web page building.

6. COURSE ORGANISATION.

UNITS	
1.	Science outreaching on Internet and personal branding.
2.	Hosting and domain.
3.	WordPress installation and configuration.
4.	WordPress structure: themes and appearance, plugins, widgets, media, pages and posts.
5.	Blogs in science outreaching. How to make a good blog!

LEARNING RESOURCES AND TOOLS.
Virtual course, material provided by the professor.
PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.
The students will do some small tasks related to the subject and they also prepare some content in a specific web page of the course.

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.
Tasks and activities on the subject web page and the learning management site of the course.
OBSERVATIONS.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.
Specific lectures, videos and tools provided by the professor.