

Field of study **Arts, Literature and
Languages**

Training available in

Apprenticeship

Initial training

Continuing education

Recognition of prior learning

How to apply :

<https://www.univ-gustave-eiffel.fr/en/formation/applications-and-enrolment/applications>

Course venue :

Campus Marne la Vallée - Champs sur Marne - Bâtiment Copernic 5 Boulevard Descartes 77420 Champs-sur-Marne
ECOLE ESTIENNE 18 Boulevard Auguste Blanqui, 75013 PARIS

Calendar :

Students alternate one week at the university, the other week with a company.

Contacts :

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More information :

For further details :
<https://www.univ-gustave-eiffel.fr/international/etudiants-internationaux>

Service Information,
Orientation et Insertion Professionnelle (SIO-IP) :

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Professional Bachelor Book Careers: Publishing and Book Distribution Book Careers: Publishing and Book Distribution



UFR de Lettres, Arts, Création, Technologies (LACT)

Professional Bachelor LP

TO GET THERE

This Professional Licence degree is aimed at students who have completed two years of higher education: Advanced Vocational Training Certificate (BTS) in Publishing or BTS in Communication and Graphic Arts Industries.

ACQUIRED SKILLS

Technical skills: knowledge of materials, techniques, manufacturing processes, computer tools, etc.

Cultural skills: knowledge of the history of publishing, printing, issues and developments related to the various publishing markets, communication and the press.

Financial and managerial skills: knowledge of budgetary aspects and financial challenges, problems encountered by businesses in these sectors.

Project management skills: time management, resource management, risk management, project coordination.

YOUR FUTURE CAREER

At the end of this Professional Licence, graduates may work in the following roles:

Manufacturing technician:

- in a publishing house
- in a communication agency
- in a corporate communications department
- in the press

Manufacturer or technical salesperson in the graphic arts industry (printing, cutting, finishing, etc.).

Junior project manager in digital publishing.

BENEFITS OF THE PROGRAM

Around 20 students per year. Major involvement of the professional sector. A diverse range of teachers (professionals and academics). A professional network facilitating employment for graduates.

More information



PROGRAM

SEMESTER 1

BLOC 1 : Se constituer une culture littéraire et graphique

UE1 - Culture générale I - Histoire du livre (ECTS:2)

BLOC 2 : Maîtriser les techniques et process de fabrication

UE2 - Prépresse - Traitement de l'image I (ECTS:3)

UE3 - Impression et imprimabilité I (ECTS:14)

- matière 3A - Techniques d'impression : penser le livre

- matière 3B - Marché de la communication

- matière 3C - Marché de la presse

- matière 3D - PLV

UE4 - Productions numériques (ECTS:3)

UE5 - Façonnage et embellissement (ECTS:4)

BLOC 3 : Savoir communiquer

UE6 - Communication (ECTS:2)

- matière 6A - Prise de parole

- matière 6B - Communication écrite

UE7 - Anglais professionnel I (ECTS:2)

UE0 - Remise à niveau

SEMESTER 2

BLOC 1 : Se constituer une culture littéraire et graphique

UE 8 - Culture générale II (ECTS:3)

- matière 8A - Littérature et arts

- matière 8B - Histoire de l'art et analyse de l'image

BLOC 2 : Maîtriser les techniques et process de fabrication

UE 9 - Impression et imprimabilité II (ECTS:10)

- matière 9A - Technique d'impression-penser le livre

- matière 9B - Marché de la presse

- matière 9C - PLV

- matière 9D - Marché de la communication

UE10 - Livre numérique (ECTS:3)

UE11 - Prépresse-Traitement de l'image II (ECTS:2)

BLOC 3 : Savoir communiquer

UE12 - Anglais professionnel II (ECTS:2)

BLOC 4 - Savoir gérer et coordonner un projet

UE13 - Projet tutoré-Gestion de projet (ECTS:7)

UE14 - Expérience professionnelle en entreprise (ECTS:3)