

Field of study **Arts, Literature and  
Languages Management, Economy,  
Communication**

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 :

Ecole des Gobelins - 73 bld St Marcel 75013 Paris  
GOBELINS campus Gambetta – 247, avenue Gambetta - 75020 Paris

#### Calendar :

one week/one week

#### 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 Design Careers Project Management in Communication and Printing Industries



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

Professional Bachelor LP

#### TO GET THERE

This Professional Licence degree is open to people between the ages of 18 and 30 for apprenticeship contracts (exception for Ile-de-France). There is no age limit for students in vocational training or on a professionalisation contract. Students must have at least completed two years of higher education (120 ECTS), preferably in one of the following areas: visual or audiovisual communication, management, Advanced Vocational Training Certificate (BTS) in Communication and Printing Industries, Technical University Diploma (DUT) in Information and Communication, BTS in Communication, BTS in Graphic Design, BTS in Audiovisual Production, BTS in Publishing, BTS in Photography.

Other profiles (e.g. engineering or business) may also be admitted if the student's career goals are in line with this course.

#### ACQUIRED SKILLS

The communication and printing industries are recruiting professionals capable of managing projects that have become complex, due to market globalisation nowadays. We train technicians who already have a solid technical background and who wish to handle the operational side of internal and external projects involving a range of actors in the production chain (purchasers, service providers, suppliers).

We train project managers who approach current industry challenges with a reflexive professional position and versatile skills (project management, company economics, law, marketing, brand strategy, logistics, quality management, production management, creativity, oral and written communication).

#### YOUR FUTURE CAREER

Most apprentices are employed as project managers or consultants in the communication and printing industries. Market researchers, research and development.

#### BENEFITS OF THE PROGRAM

The Professional Licence degree in Project Management in Communication and Printing Industries is led by an educational team in partnership with Gobelins, the image school. 70% of the degree's teachers also work in the industry. Students take part in a professional experience abroad.

More information



# PROGRAM

## SEMESTER 1

**Connaissances techniques fondamentales**  
**Technical Upgrade** (ECTS:2)  
**Reversed class** (ECTS:3)  
**Communication et créativité**  
**New forms of Transmedia writing** (ECTS:3)  
**Branding communication** (ECTS:2)  
**Editorial communication** (ECTS:3)  
**Monitoring report** (ECTS:2)  
**Accompagnement et professionnalisation**  
**Profesional project** (ECTS:3)  
**Reflective posture** (ECTS:2)  
**Expertise technique**  
**Production management** (ECTS:3)  
**Production project management** (ECTS:4)  
**Design plan and prototype presentation** (ECTS:3)

## SEMESTER 2

**Management et gestion de projet**  
**Entrepreneurship** (ECTS:4)  
**Project management** (ECTS:4)  
**Relationship management** (ECTS:2)  
**Sensibilisation aux enjeux de l'international**  
**International project management** (ECTS:4)  
**Professional seminar abroad** (ECTS:4)  
**Professional english test** (ECTS:2)  
**Professionnalisation et réflexivité**  
**Support for in-company learning** (ECTS:2)  
**Mémorandum** (ECTS:4)  
**Oral support** (ECTS:4)