

Publishing Publisher – 3 years

Objective

To train students so that they acquire sound knowledge of the publishing process as a whole, the book industry and commerce, daily publications and electronic and multimedia publications. Through an interdisciplinary approach and with a broad vision of key issues in publishing, students are provided with instruments that foster a mature reflection on the main problems and challenges in the publishing industry, in our country and abroad. Students acquire a group skills and knowledge typical of the publishing industry, so that they can plan strategies and achieve competitive advantages with the aim of responding to opportunities in the publishing field and its changing needs

Contents

Students must take (at any time during the course of studies) the two subjects from the CBC which are common to all degrees. Afterwards, they have to attend a group of subjects that will provide a theoretical frame and finally, those subjects specifically connected to publishing techniques. They also have to attend one seminar, three levels of a language and one level of French, German, Italian or Portuguese. At the end of the course of studies, students are required to pass a Thesis or do an Internship.

Job Opportunities

Graduates are qualified to work both in the public and private spheres in the intermediate levels of publishing management. They can also work in other industrial areas or for other services that may require the publishing of different types of materials such as manuals; periodic, institutional or administrative publications; web pages; etc. They can work in the different publishing areas such as publishing, production, commercialization, rights, etc. They can coordinate editorial projects, and manage sales, distribution and graphic production, among other activities.