Université Paris-Saclay

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M1 Marketing, Vente (MV)

Master's degree

Specialisation Marketing

Enrolment type

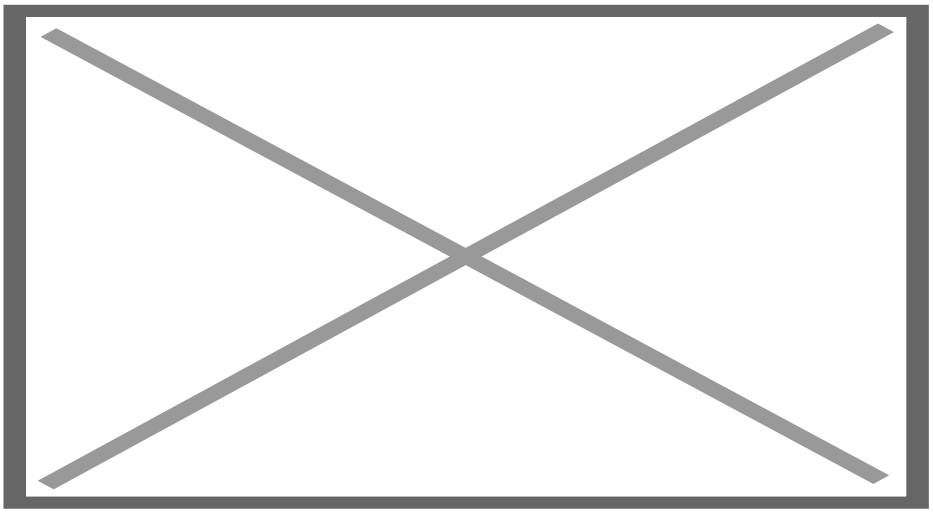
Formation initiale

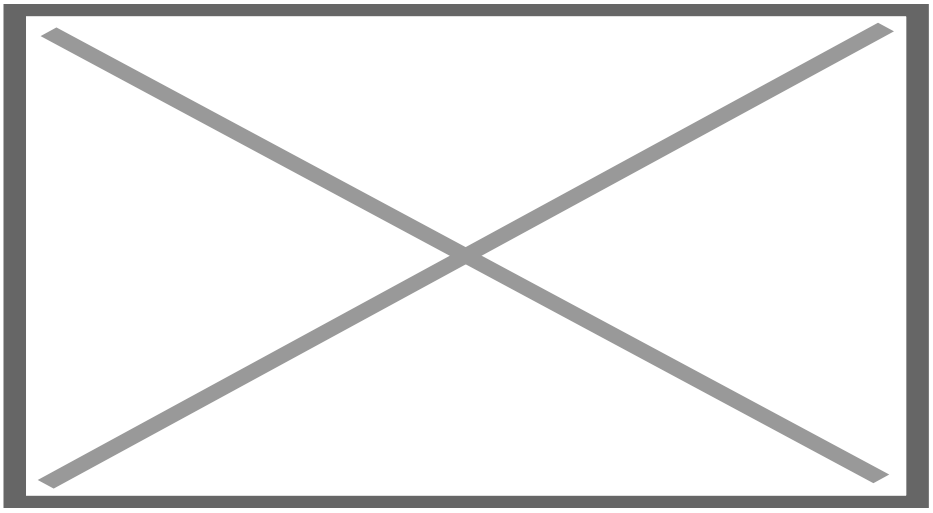
Language(s) of instruction

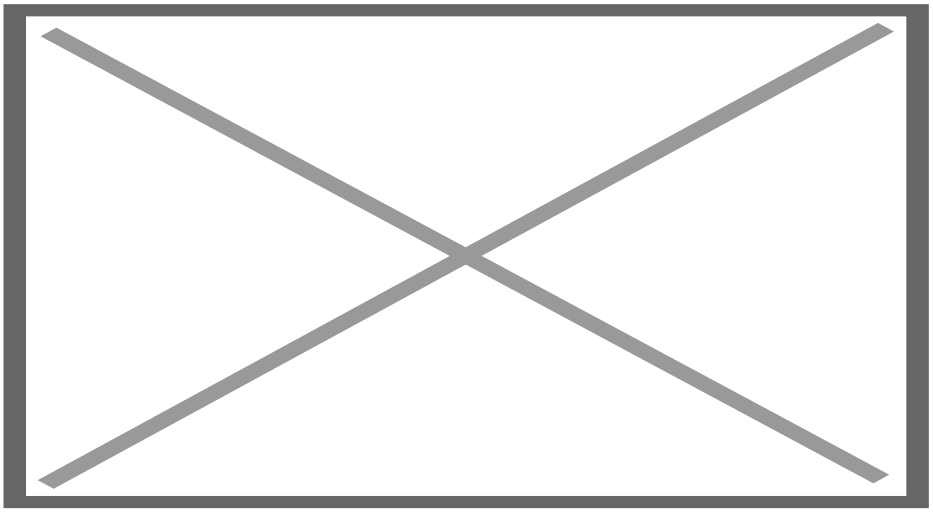
French

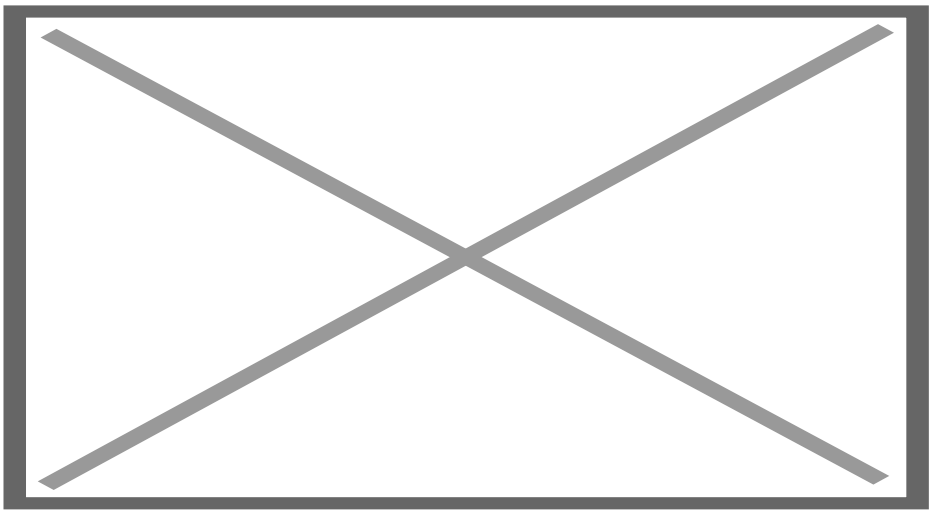
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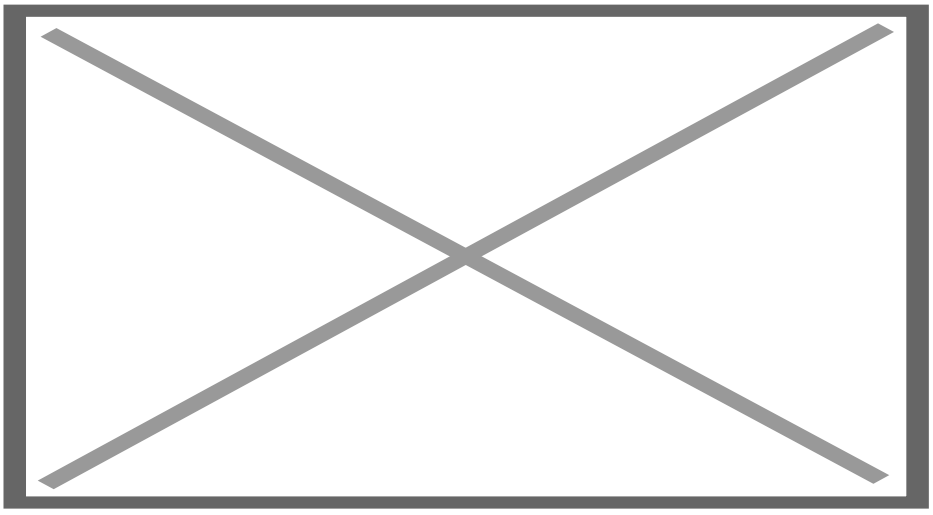
Apply Now











Information

- Overview
- Application requirements
- Schedule

Présentation
Admission

Admission Route

Economics and Management

Capacity

Available Places

25

Période(s) de candidature

Inception Platform

From 15/01/2026 to 16/03/2026

From 19/06/2026 to 25/06/2026

MonMaster Platform

From February 17th to March 16th, 2026

To find out which platform you should apply through, please see the Masters' applications and enrolment page.

Supporting documents

Compulsory supporting documents

Motivation letter.

Professional project.

All transcripts of the years / semesters validated since the high school diploma at the date of application.

Curriculum Vitae.

Additional supporting documents

IAE-Message Score.

TOEIC.

recommandé

Certificate of English level.

VAP file (obligatory for all persons requesting a valuation of the assets to enter the diploma).

Supporting documents :
- Residence permit stating the country of residence of the first country
- Or receipt of request stating the country of first asylum
- Or document from the UNHCR granting refugee status
- Or receipt of refugee status request delivered in France
- Or residence permit stating the refugee status delivered in France
- Or document stating subsidiary protection in France or abroad
- Or document stating temporary protection in France or abroad.

Programme

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
Management des organisations	3	Semestre 1	21					
Charger le détail								
Management stratégique	3	Semestre 1	21					
Charger le détail								
RSE, Développement durable et limites planétaires	3	Semestre 2	21					
Charger le détail								
Management de projet	3	Semestre 2	21					
Charger le détail								

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d
Marketing international	3	Semestre 1	21						
Charger le détail									
Comportement du consommateur	3	Semestre 1	21						

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d
Charger le détail									
Etudes et recherche marketing	3	Semestre 1	21						
Charger le détail									
Distribution, Logistique et Achats	3	Semestre 2	21						
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	d
Transformation digitale	3	Semestre 1	21						
Charger le détail									
Management de l'innovation	3	Semestre 1	21						
Charger le détail									
Marketing de l'innovation	3	Semestre 2	21						
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di le c
Business English 1	2	Semestre 1	21						
Charger le détail									
Business English 2	2	Semestre 2	21						
Charger le détail									
Méthodologie de mémoire	4	Semestre 2	21						
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distan learn cour

Méthodes d'analyse de données marketing	3	Semestre 1	21							
Charger le détail										
Outils de traitement et d'analyse de données	3	Semestre 1	21							
Charger le détail										

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed	Lecture/practical	directed study/practical class	dis lea c
Veille, tendances, prospective	2	Semestre 2	21						
Charger le détail									
Design management	2	Semestre 2	21						
Charger le détail									
IA et Marketing	2	Semestre 2	21						
Charger le détail									
Stage	5	Semestre 2	21						
Charger le détail									
UE libre (M1 MV)	2	Annualisé							
Charger le détail									

Teaching Location(s)

SCEAUX

Contact

- **Florence DURIEUX**

http://www.universite-paris-saclay.fr/formation/master/marketing-vente/m1-marketing-vente-mv