Université Paris-Saclay

Share

Email destinataire :

Vous devez renseigner un email valide

Envoyer

Une erreur est survenue. Merci de réessayer ultérieurement

Le mail de partage a bien été envoyé.

Add to Compare

BUT2 Techniques de commercialisation - Marketing digital, e-business et entrepreneuriat

BUT (University technology degree)

Specialisation Techniques de commercialisation

Enrolment type

Formation initiale

Contrat de professionnalisation

Formation en apprentissage

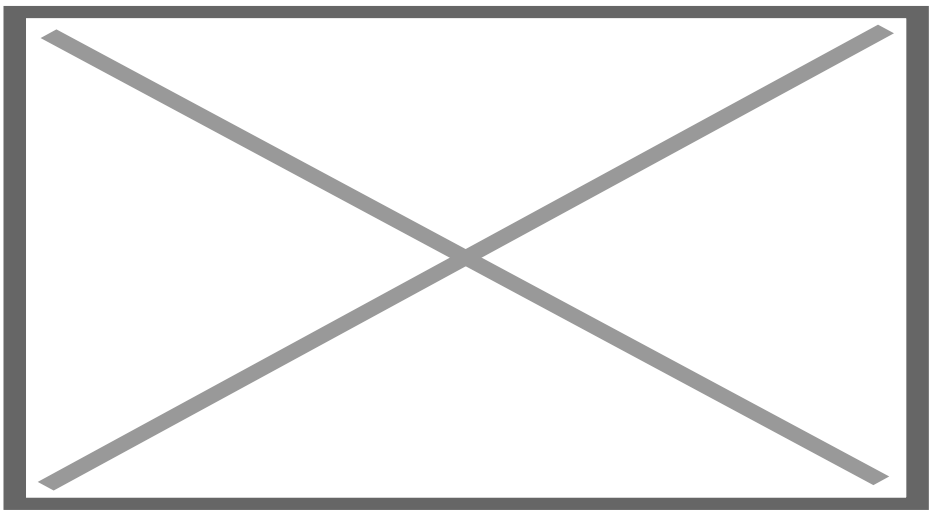
Formation continue

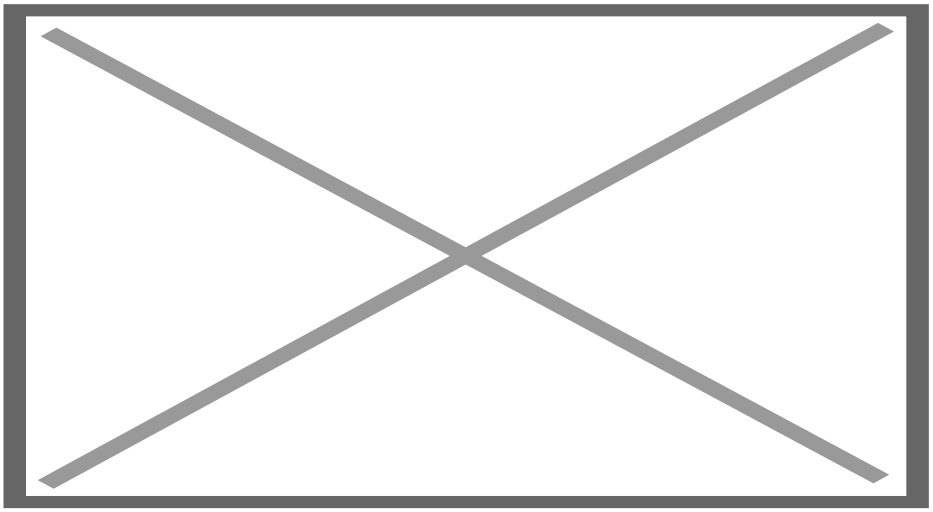
Language(s) of instruction

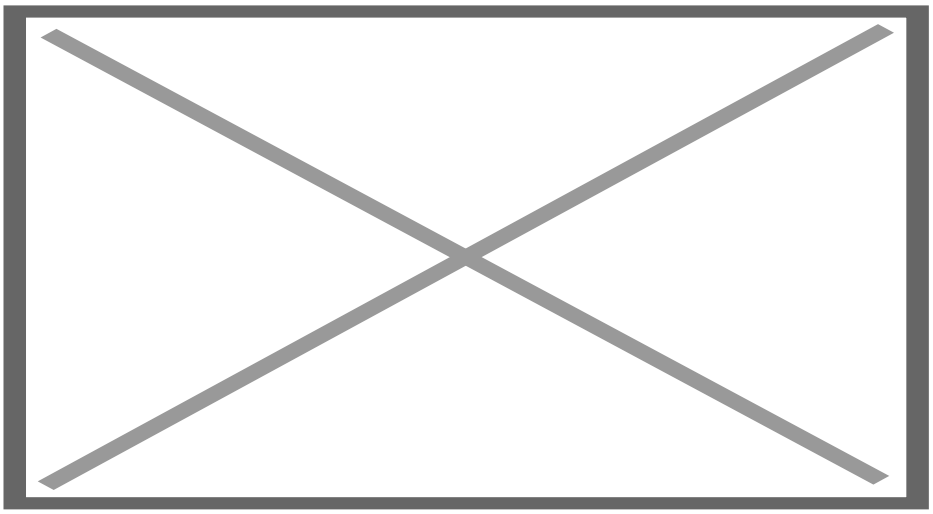
French

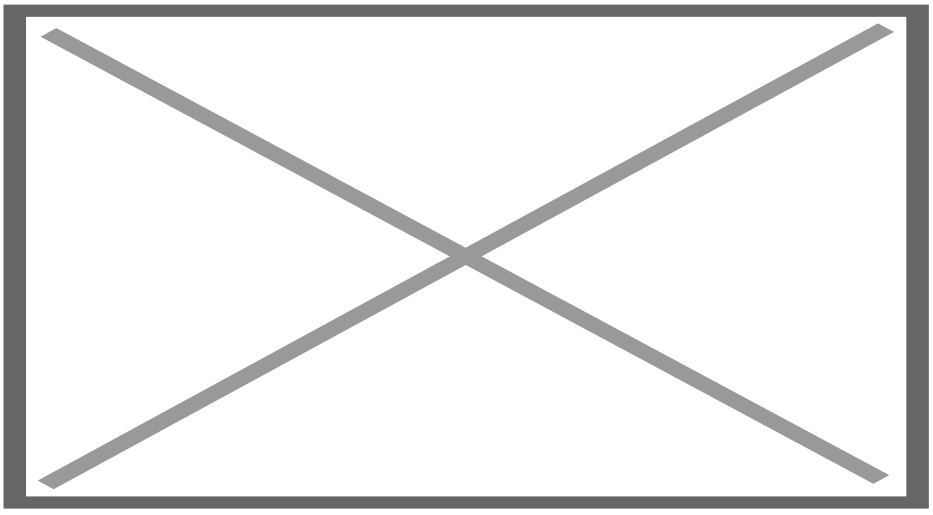
Télécharger la fiche détaillée

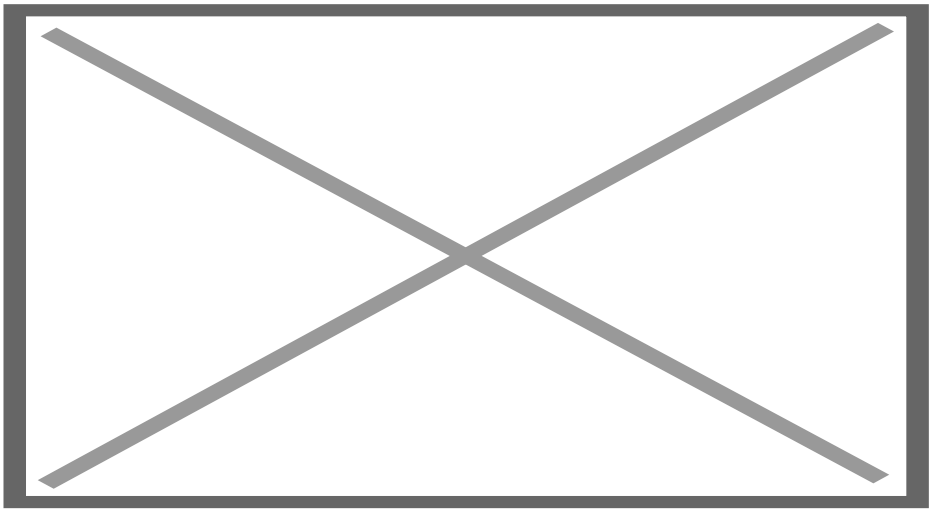
Apply Now











Information

- Overview
- Application requirements
- Schedule

Présentation
Admission

Capacity

Available Places

0

Période(s) de candidature

E-candidat Platform

From 17/02/2026 to 29/03/2026

Programme

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distan learn cour
UE3.1 - Marketing : Construire les actions marketing	7	Semestre 1	19	81	15				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distar learn cour
UE4.1 - Marketing : Conduire les actions marketing	6	Semestre 2	2.5	26.5	13				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis lea co
UE3.2 - Vente : Vendre une offre commerciale	7	Semestre 1	6	45.5	25				

Charger le détail

UE4.2 - Vente : Vendre une offre commerciale	6	Semestre 2	2	9.5	25				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
UE3.3 - Communication commerciale : Communiquer l'offre commerciale	8	Semestre 1	13	45	20			

Charger le détail

UE4.3 - Communication commerciale : Communiquer l'offre commerciale	6	Semestre 2	2	12	22.5			

Charger le détail

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

UE3.4 - Marketing digital : Gérer une activité digitale	4	Semestre 1	2	29.5	8				
Charger le détail									
UE4.4 - Marketing digital : Gérer une activité digitale	6	Semestre 2	0.5	27	13.5				
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
UE3.5 - E-business entrepreneuriat : Développer un projet e-business	4	Annualisé	2	29.5	7.5			
Charger le détail								
UE4.5 - E-business entrepreneuriat : Développer un projet e-business	6	Semestre 2	0.5	32	18.5			
Charger le détail								

Contact

- **Caroline RICHÉ**
- **Didier PERCEVAULT**

http://www.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but2-techniques-de-commercialisation-marketing-digital-e-business-et-entrepreneuriat