Université Paris-Saclay

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BUT2 Techniques de commercialisation - Marketing et management du point de vente

BUT (University technology degree)

Specialisation Techniques de commercialisation

Language(s) of instruction

French

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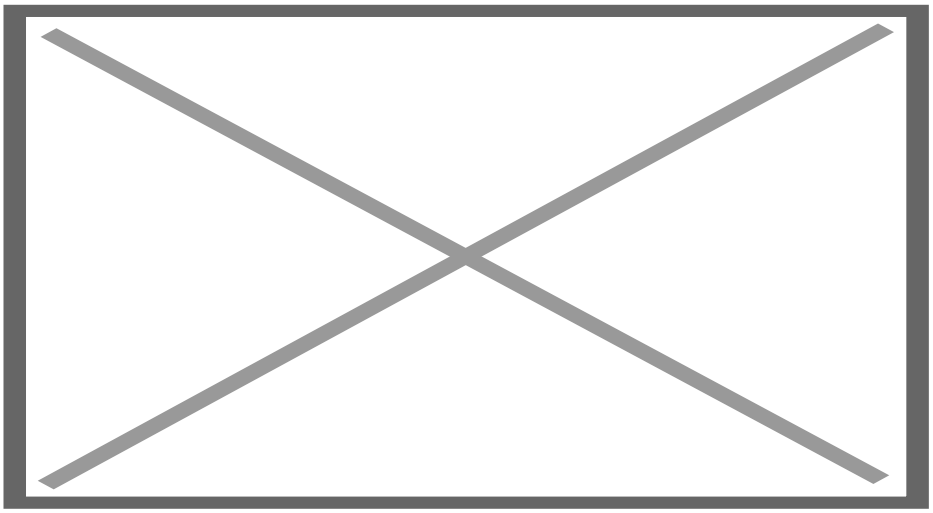

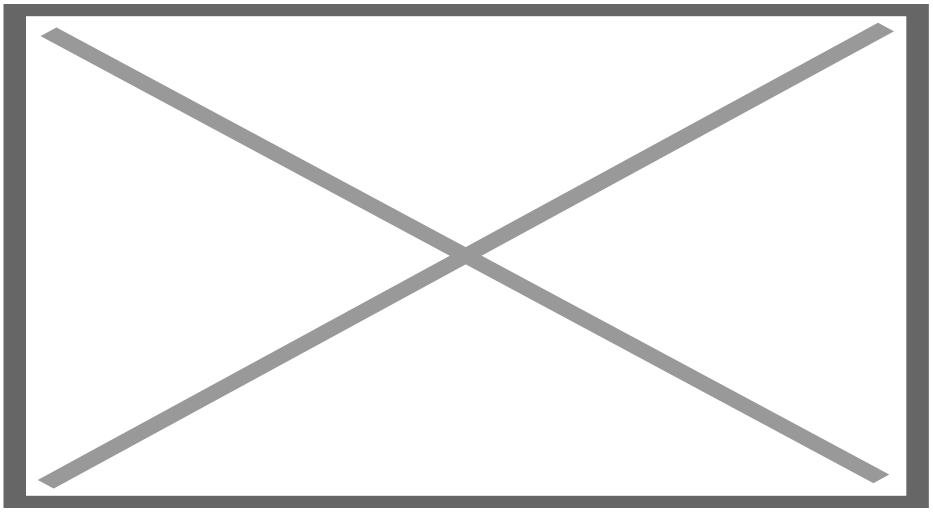

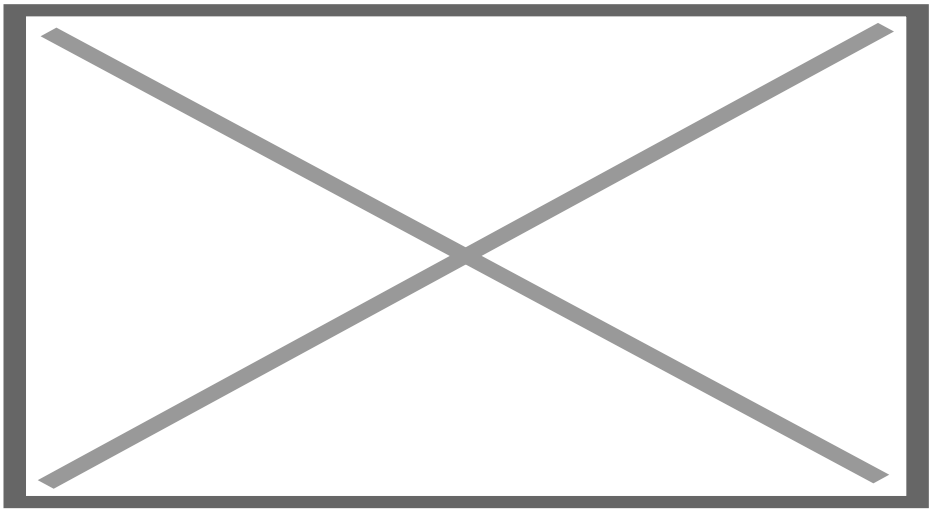

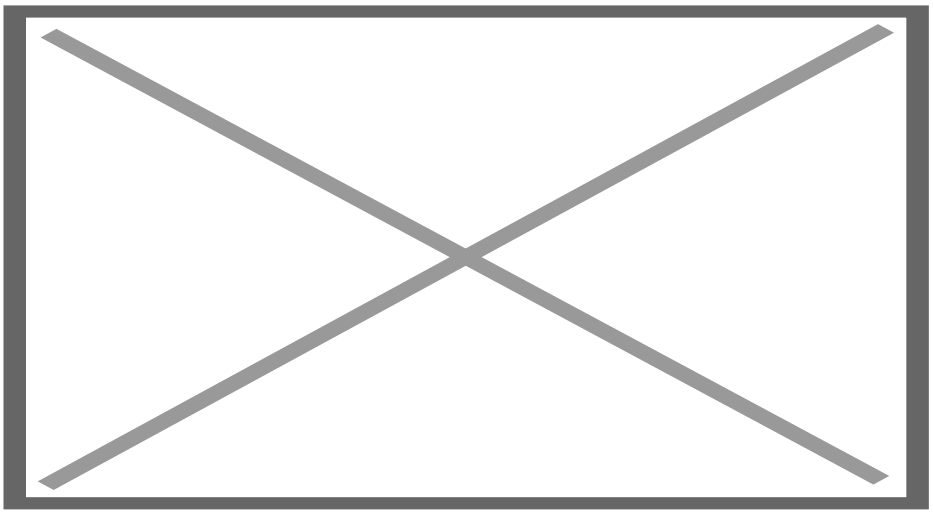

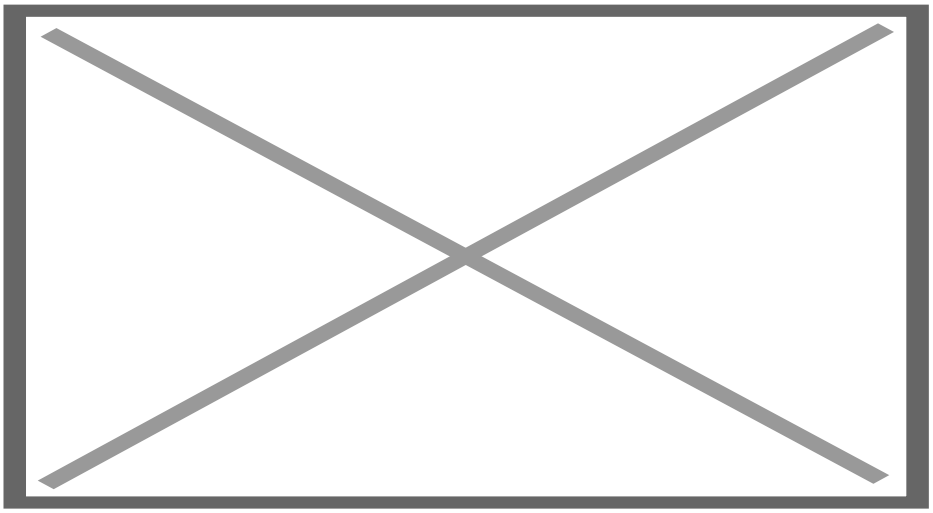

Information

- Application requirements
- Schedule

Admission

Capacity

Available Places

0
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									
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				
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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			
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Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
UE4.3 - Communication commerciale : Communiquer l'offre commerciale	6	Semestre 2	2	12	22.5			

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Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis lea co
UE3.4 - Management : Manager une équipe commerciale sur un espace de vente	4	Semestre 1	2	29.5	8				

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UE4.4 - Management : Manager une équipe commerciale sur un espace de vente	6	Semestre 2	0.5	19.5	18.5				

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Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distan learn cour
UE3.5 - Retail marketing : Piloter un espace de vente	4	Semestre 1	2	29.5	7.5				

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UE4.5 - Retail marketing : Piloter un espace de vente	6	Semestre 2	0.5	39.5	13.5				

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

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Contact

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

http://www.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but2-techniques-de-commercialisation-marketing-et-management-du-point-de-vente