

Université Paris-Saclay

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BUT3 Techniques de commercialisation : Marketing et management du point de vente

BUT (University technology degree)

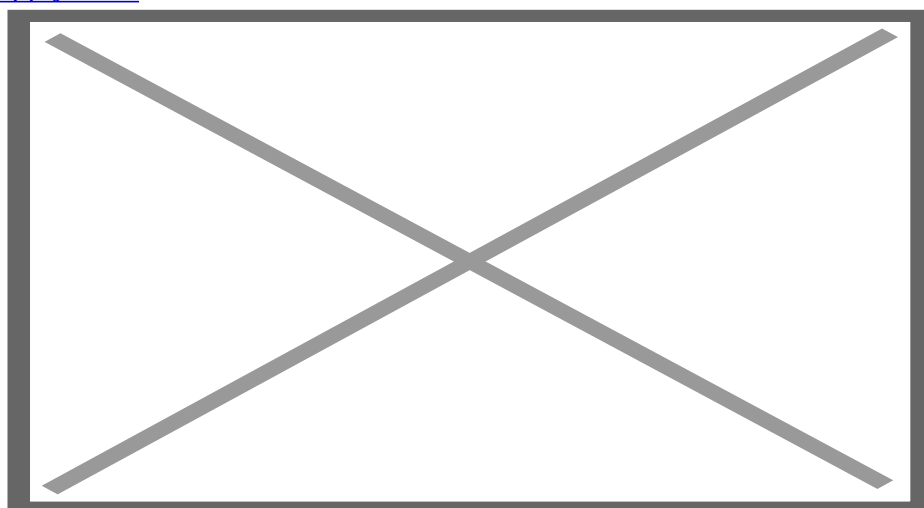
Specialisation Techniques de commercialisation

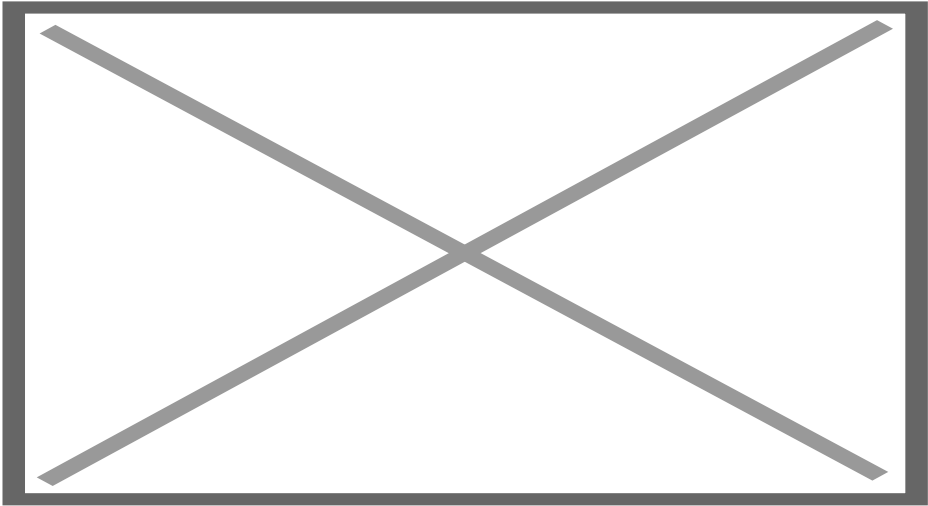
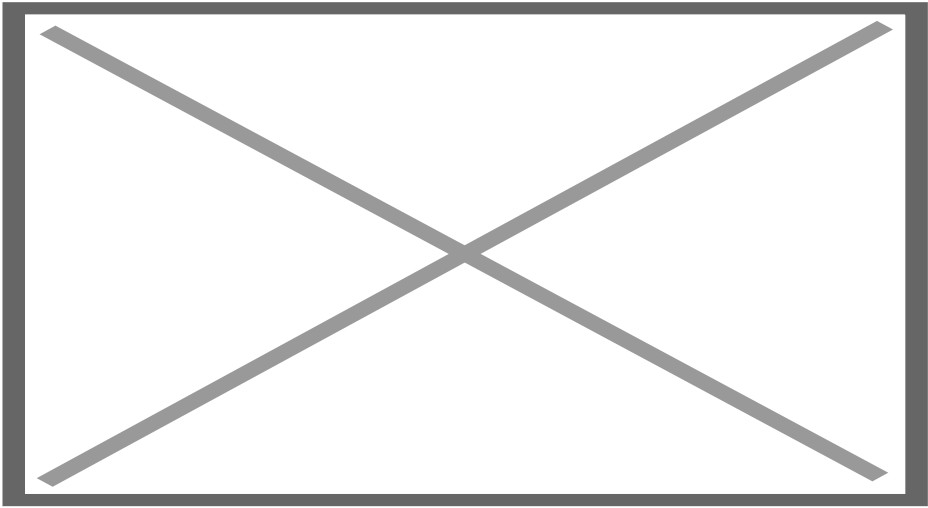
Language(s) of instruction

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	practical class	directed study/practical class	distance learning
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[UE5.1 -
Marketing](#)

Conduire les actions marketing	8	Semestre 1	2	77	15.5
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[Charger le détail](#)

[UE6.1 -
Marketing](#)

Conduire les actions marketing	5	Semestre 2	3.5	20.5	1.5
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[Charger le détail](#)

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis
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[UE5.2 -](#)

Vente : Vendre une offre commerciale	8	Semestre 1	5	57	17.5
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[Charger le détail](#)

[UE6.2 -](#)

Vente : Vendre une offre commerciale	5	Semestre 2	0.5	13.5	11.5
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[Charger le détail](#)

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis
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[UE5.4 -](#)

Management : Manager une équipe commerciale sur un espace de vente	7	Semestre 1	1.5	28	23
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[Charger le détail](#)

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
UE6.4 - Management : Manager une équipe commerciale sur un espace de vente	10	Semestre 2	0.5	23.5	1.5				



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Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
UE5.5 - Retail marketing : Piloter un espace de vente	7	Semestre 1	1.5	93	33				



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UE6.5 - Retail marketing : Piloter un espace de vente	10	Semestre 2	0.5	21.5	8.5				
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Contact

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<http://www.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but3-techniques-de-commercialisation-marketing-et-management-du-point-de-vente>