Université Paris-Saclay

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BUT3 Techniques de commercialisation : Business développement et management de la relation client

BUT (University technology degree)

Specialisation Techniques de commercialisation

Language(s) of instruction

French

Télécharger la fiche détaillée

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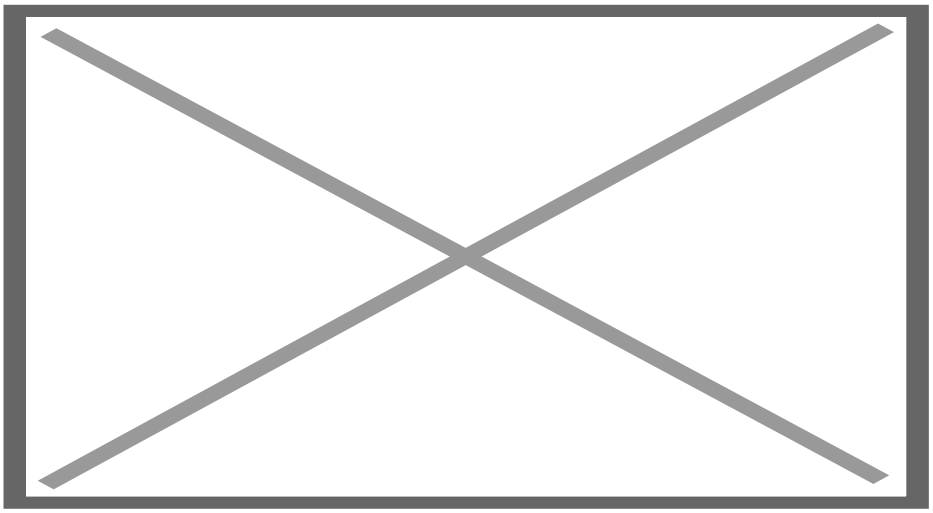

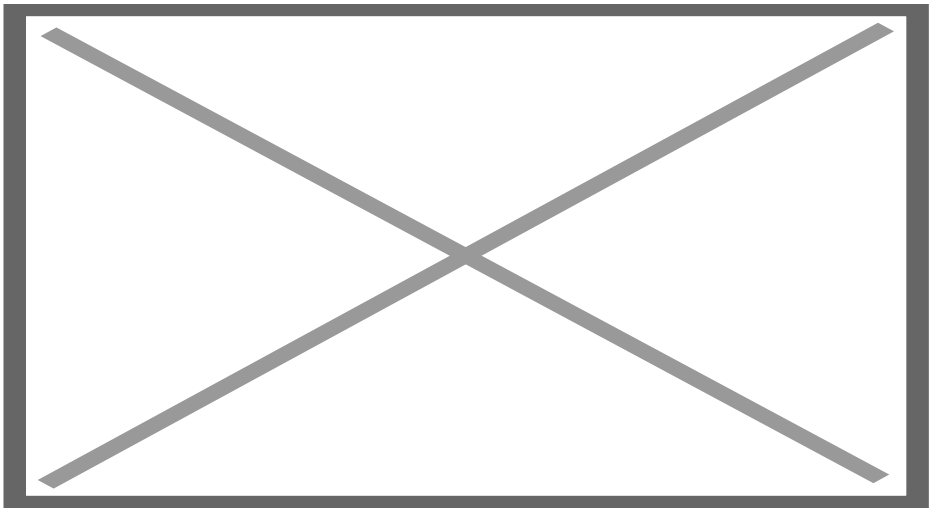

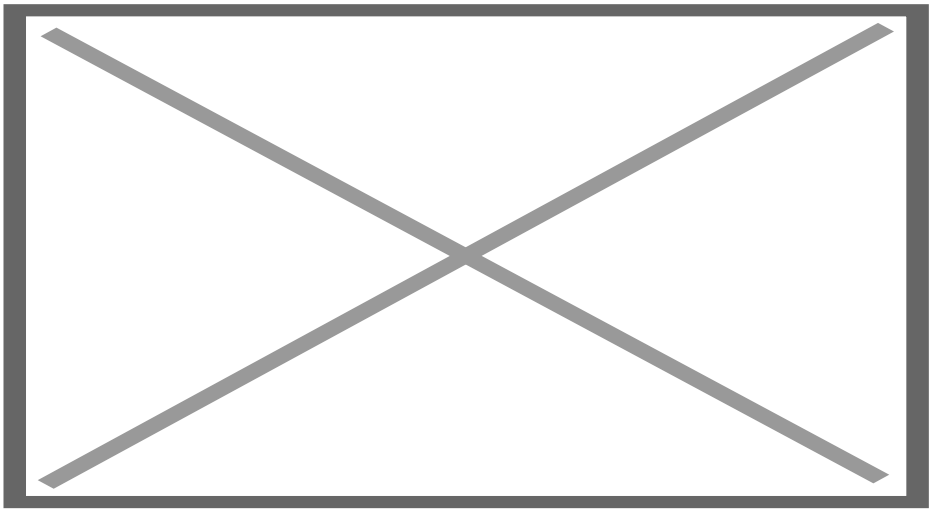

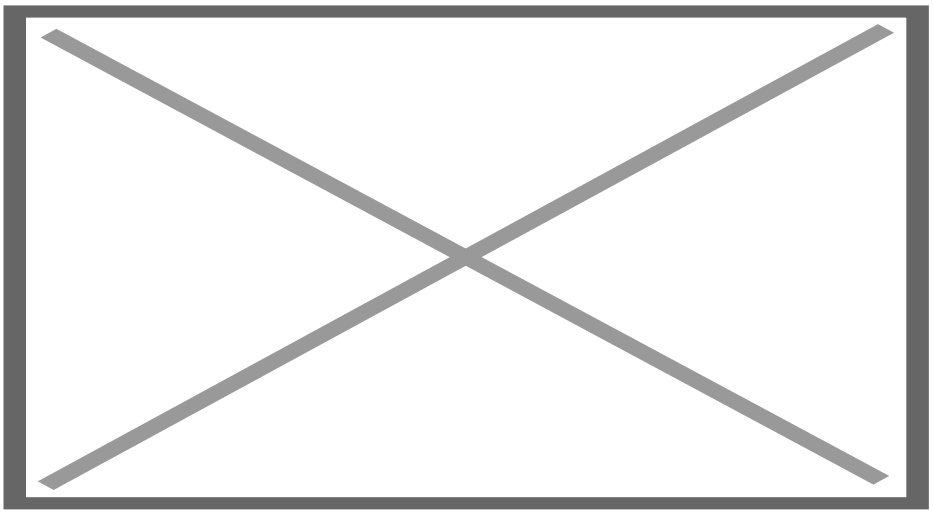

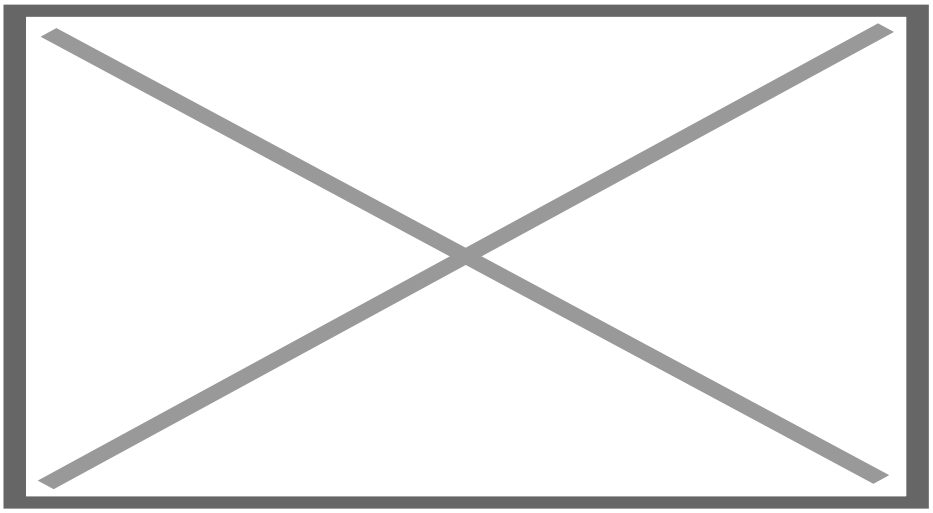

Information

- Application requirements
- Schedule

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
UE5.1 - Marketing : Conduire les actions marketing Charger le détail	8	Semestre 1	2	77	15.5				
UE6.1 - Marketing : Conduire les actions marketing Charger le détail	5	Semestre 2	3.5	20.5	1.5				

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis lea co
UE5.2 - Vente : Vendre une offre commerciale Charger le détail	8	Semestre 1	5	57	17.5				
UE6.2 - Vente : Vendre une offre commerciale Charger le détail	5	Semestre 2	0.5	13.5	11.5				

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
UE5.4 - Business développement : Participer à la stratégie marketing et commerciale de l'organisation	7	Semestre 1	1.5	57	29			

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
UE6.4 - Business développement : Participer à la stratégie marketing et commerciale de l'organisation	10	Semestre 2	0.5	21.5	8.5			

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
UE5.5 - Relation client : Manager la relation client	7	Semestre 1	1.5	64	27			

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
UE6.5 - Relation client : Manager la relation client	10	Semestre 2	0.5	23.5	1.5			

Charger le détail

Contact

-

Caroline RICHÉ

- **Didier PERCEVAULT**

http://www.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but3-techniques-de-commercialisation-business-developpement-et-management-de-la-relation-client