Université Paris-Saclay

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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

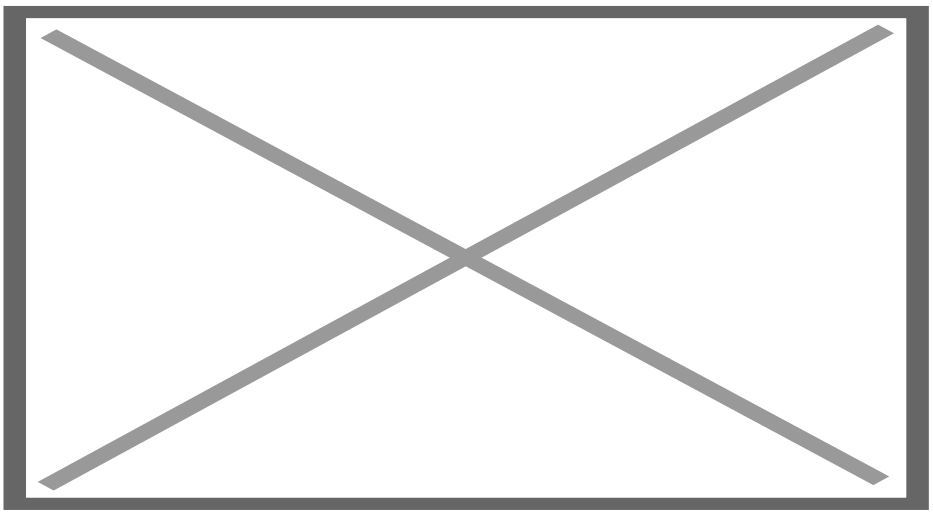
Formation continue

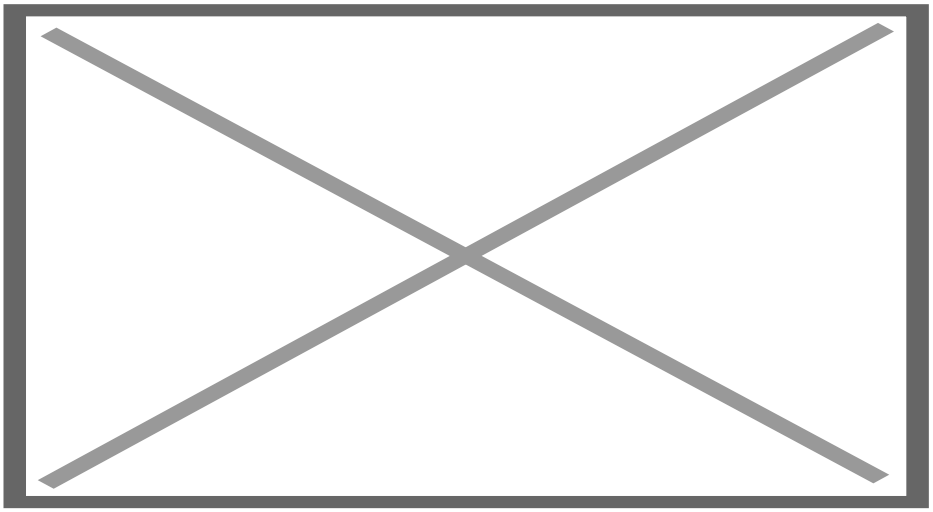
Language(s) of instruction

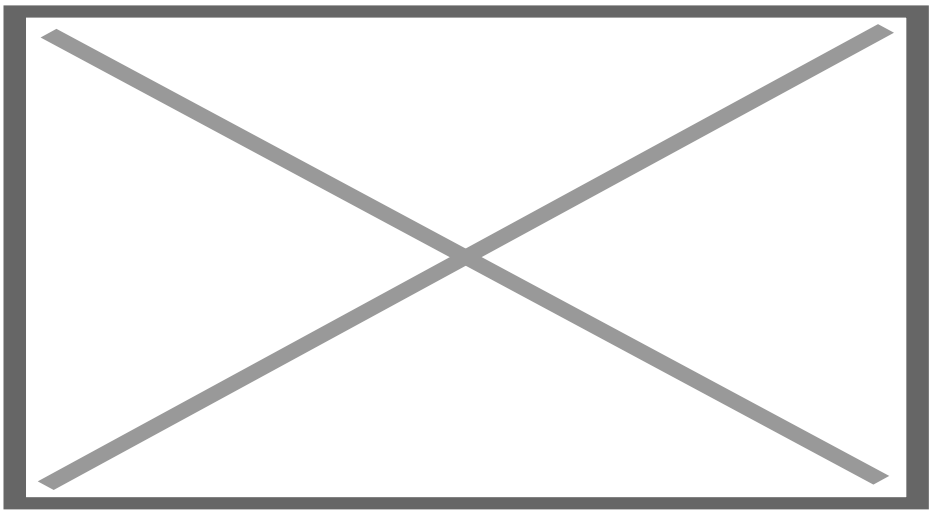
French

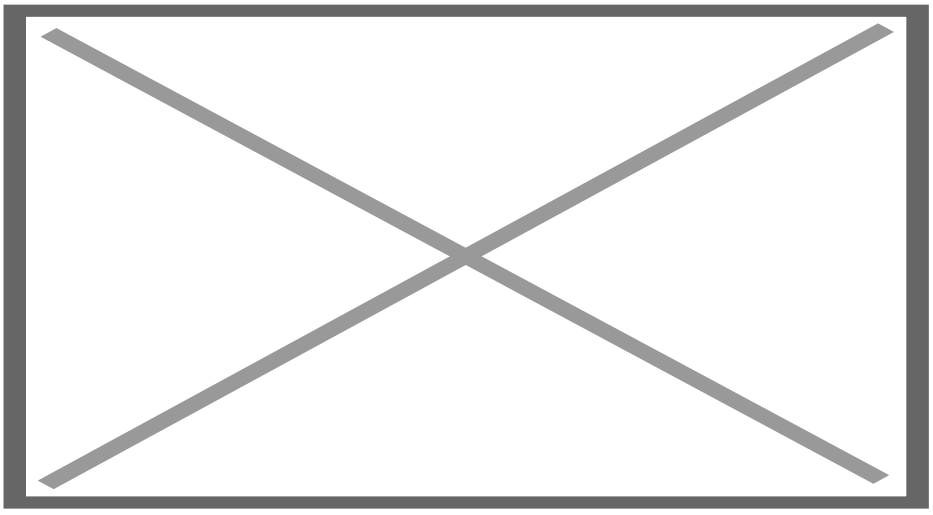
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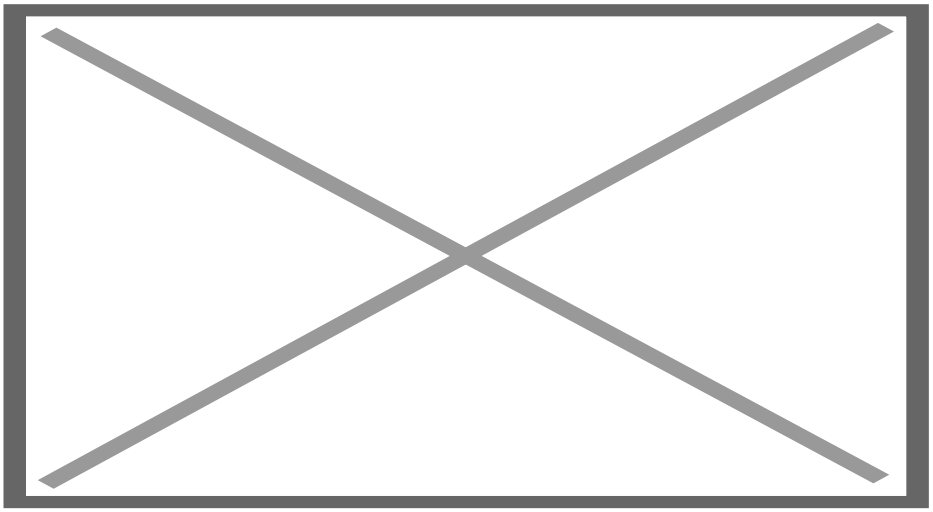
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Information

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