

Université Paris-Saclay

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

BUT (University technology degree)

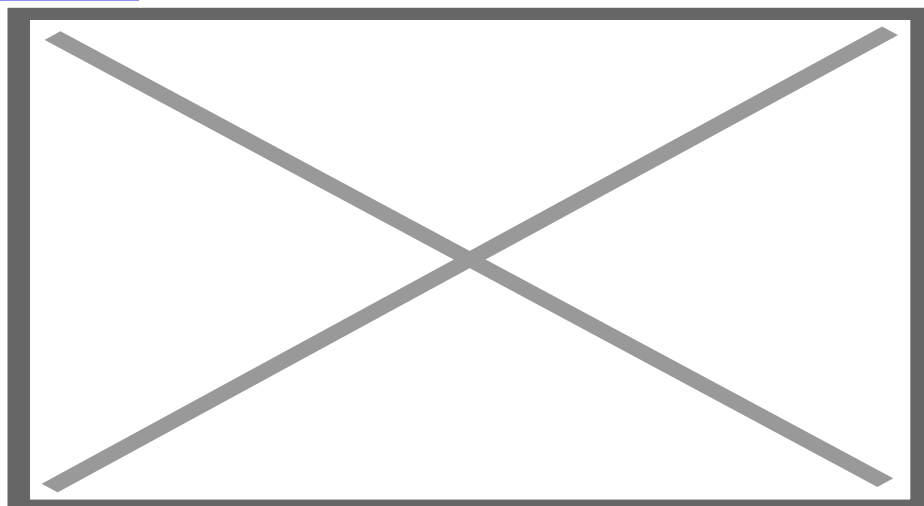
Specialisation Techniques de commercialisation

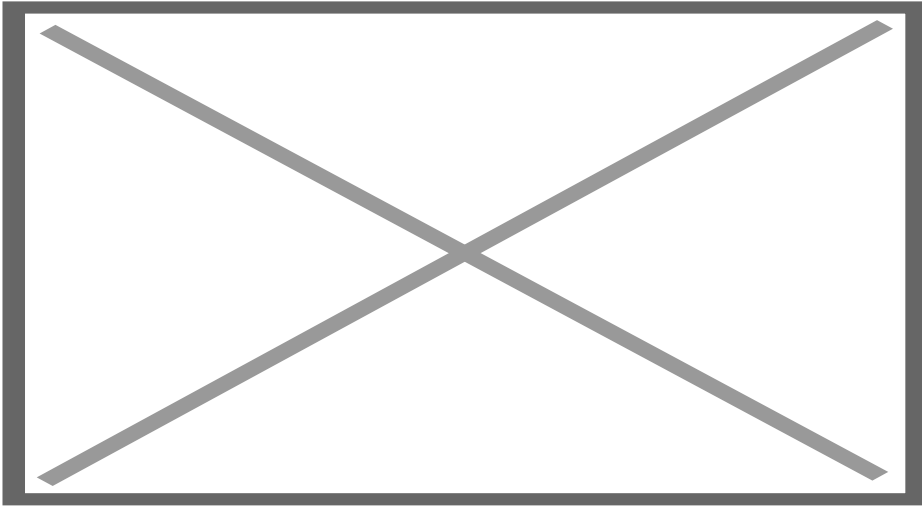
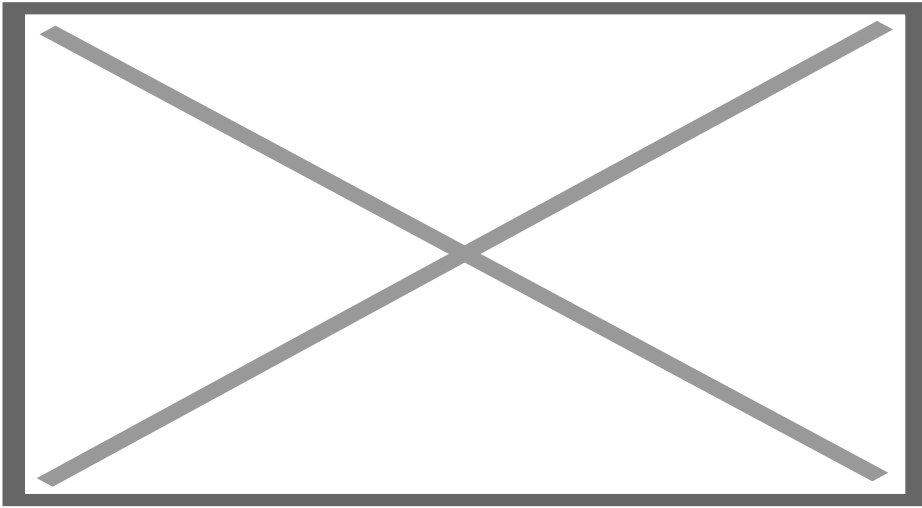
Language(s) of instruction

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	distance learning
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[UE3.1 - Marketing : Construire les actions marketing](#)



[Charger le détail](#)

[UE4.1 - Marketing : Conduire les actions marketing](#)



[Charger le détail](#)

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
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[UE3.2 - Vente : Vendre une offre commerciale](#)



[Charger le détail](#)

[UE4.2 - Vente : Vendre une offre commerciale](#)



[Charger le détail](#)

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
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[UE3.3 - Communication commerciale : Communiquer l'offre commerciale](#)



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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			
								
Charger le détail								

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

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

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

UE4.5 - Retail marketing : Piloter un espace de vente	6	Semestre 2	0.5	39.5	13.5				
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Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
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Contact

- **Caroline RICÉ**
- **Didier PERCEVAULT**

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