Université Paris-Saclay

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BUT2 Techniques de commercialisation - Business développement et management de la relation client

BUT (University technology degree)

Specialisation Techniques de commercialisation

Enrolment type

Formation initiale

Contrat de professionnalisation

Formation en apprentissage

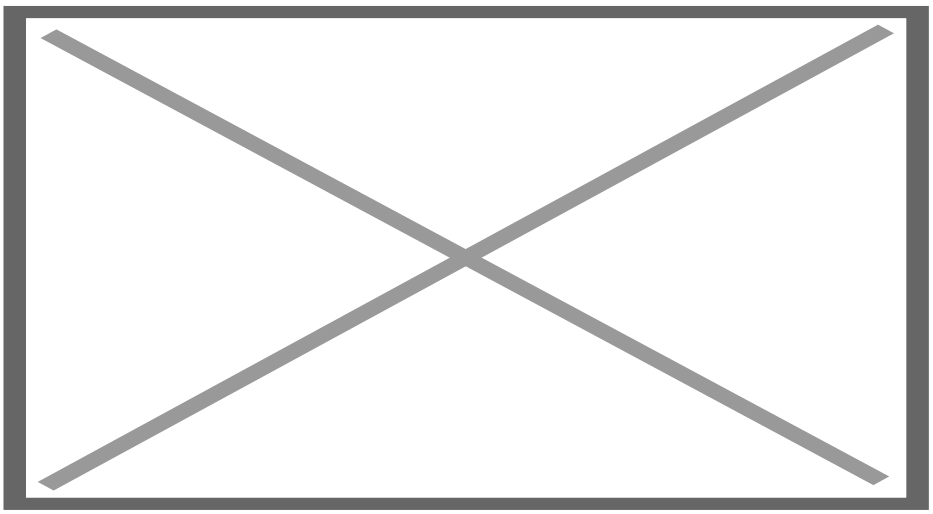
Formation continue

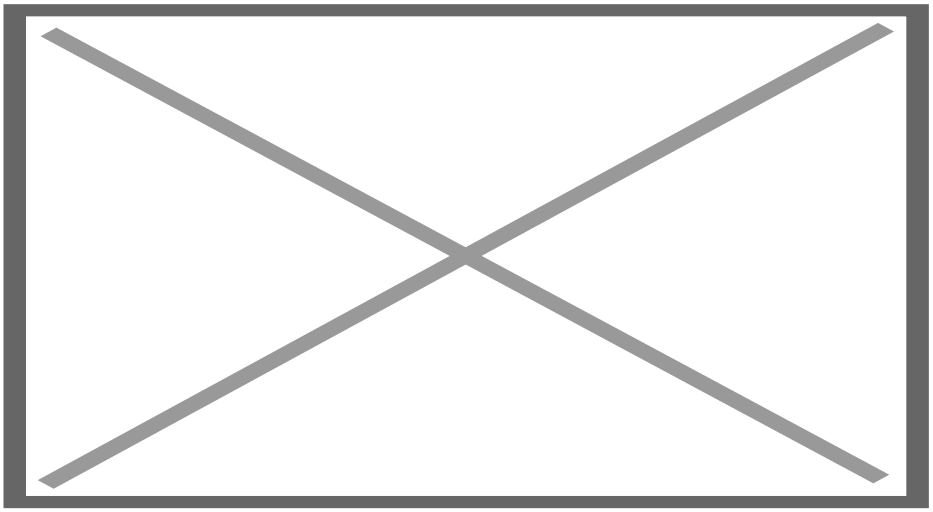
Language(s) of instruction

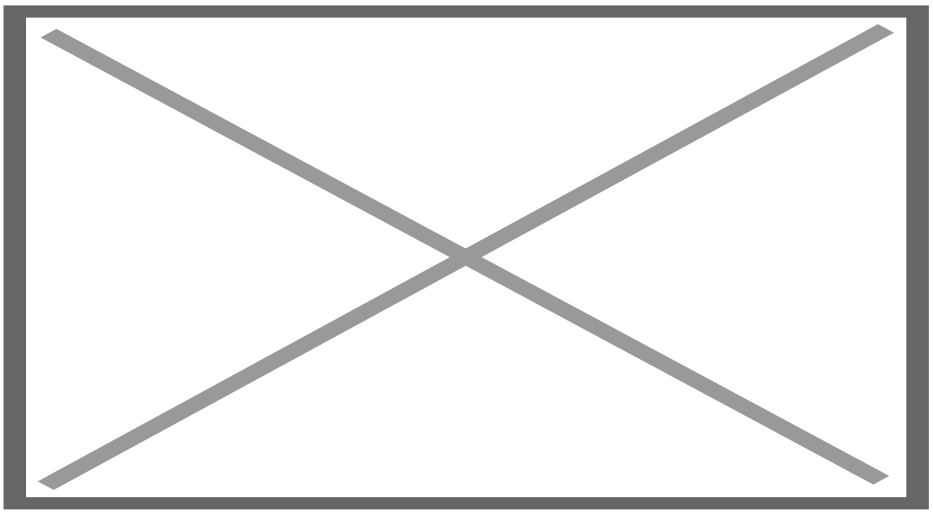
French

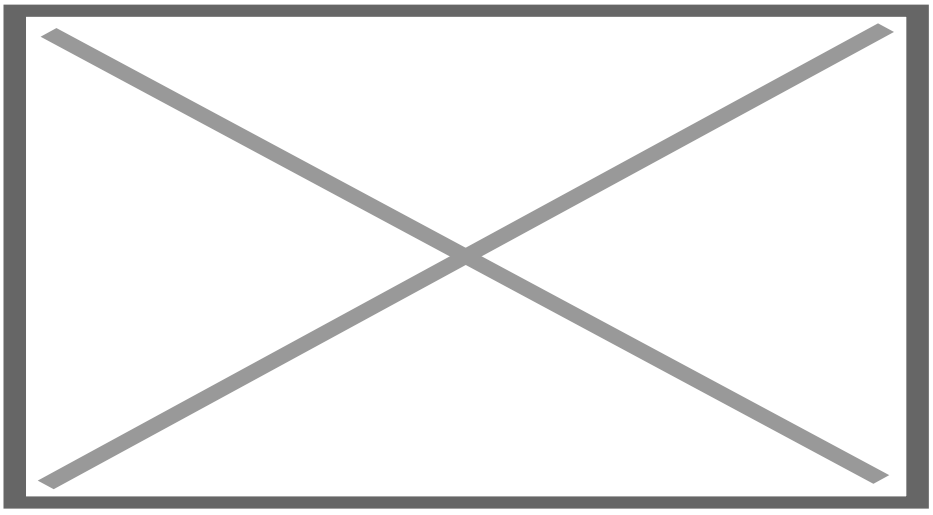
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Information

- Overview
- Application requirements
- Schedule

Présentation
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 cou
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	dis lea co
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
UE3.2 - Vente : Vendre une offre commerciale	7	Semestre 1	6	45.5	25			

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
UE4.2 - Vente : Vendre une offre commerciale	6	Semestre 2	2	9.5	25			

Charger le détail

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	
UE3.4 - Business développement - Participer à la stratégie marketing et commerciale de l'organisation	4	Semestre 1	1	30.5	8				

Charger le détail

UE4.4 - Business développement : Participer à la stratégie marketing et commerciale de l'organisation	4	Semestre 2	0.5	34.5	11					

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distan learni cours
UE3.5 - Relation client : Manager la relation client	4	Semestre 1	1	30.5	7.5				

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distanc learni cours
Charger le détail									
UE4.5 - Relation client : Manager la relation client	6	Semestre 2	0.5	34.5	16				
Charger le détail									

Contact

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

http://institut-pascal.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but2-techniques-de-commercialisation-business-developpement-et-management-de-la-relation-client