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

Language(s) of instruction

French

Télécharger la fiche détaillée

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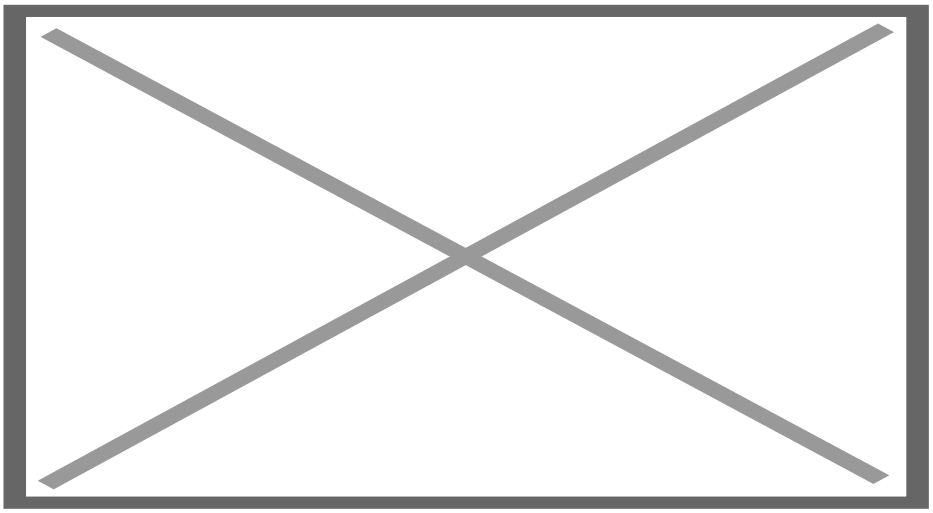

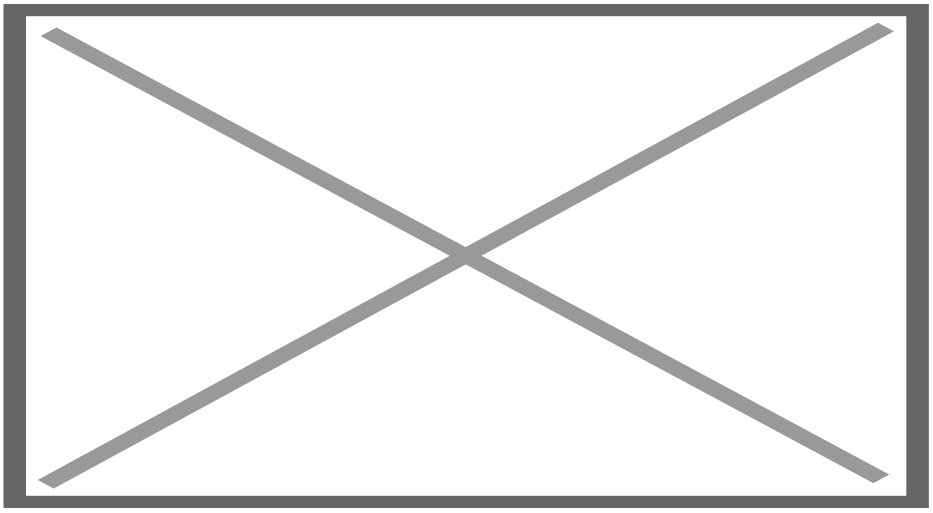

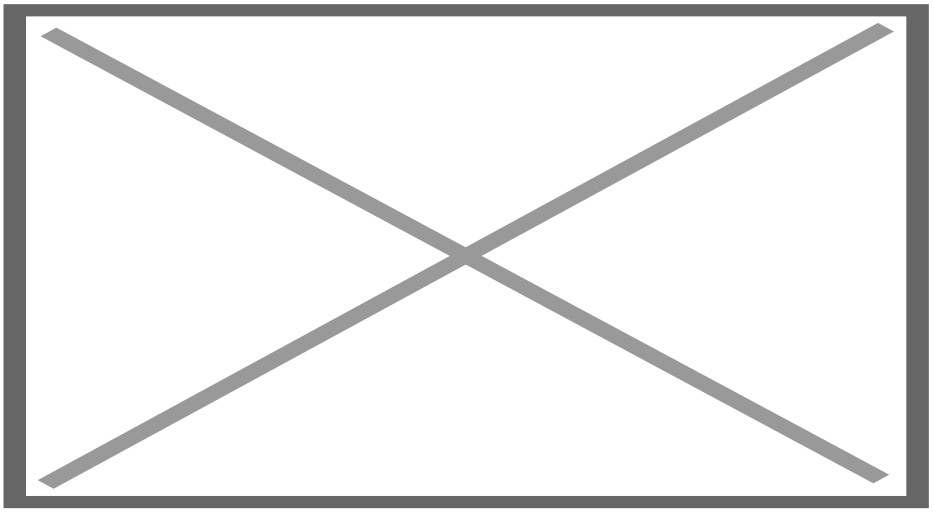

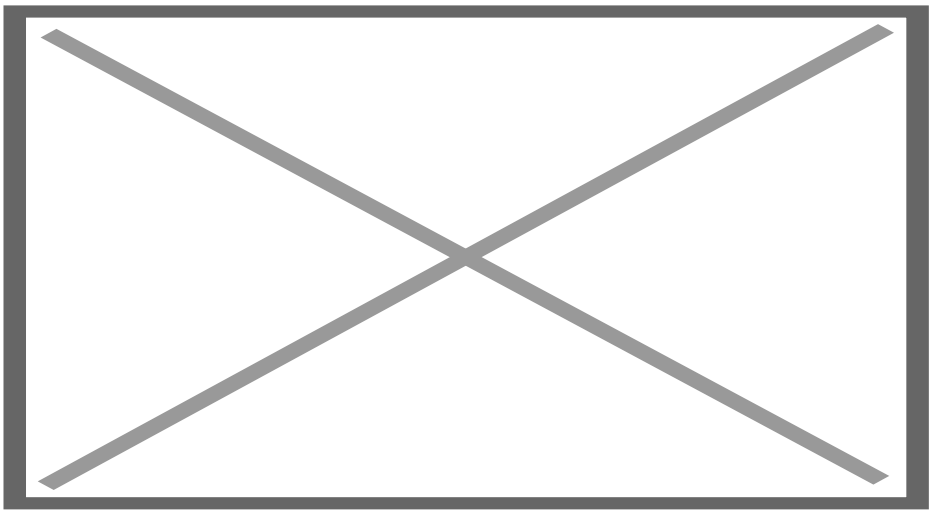

Information

- 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	distan learn cour
UE3.1 - Marketing : Construire les actions marketing	7	Semestre 1	19	81	15				

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