

Université Paris-Saclay

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## **BUT3 Techniques de commercialisation : Marketing et management du point de vente**

BUT (University technology degree)

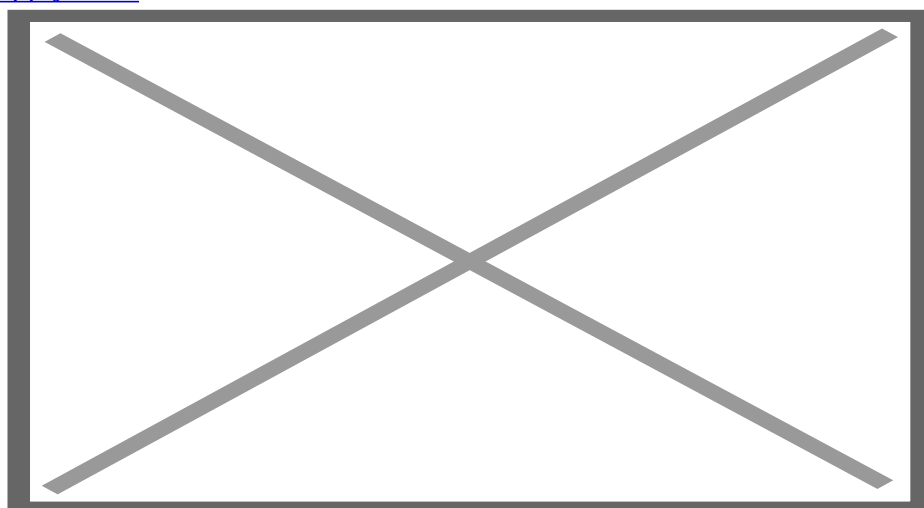
Specialisation Techniques de commercialisation

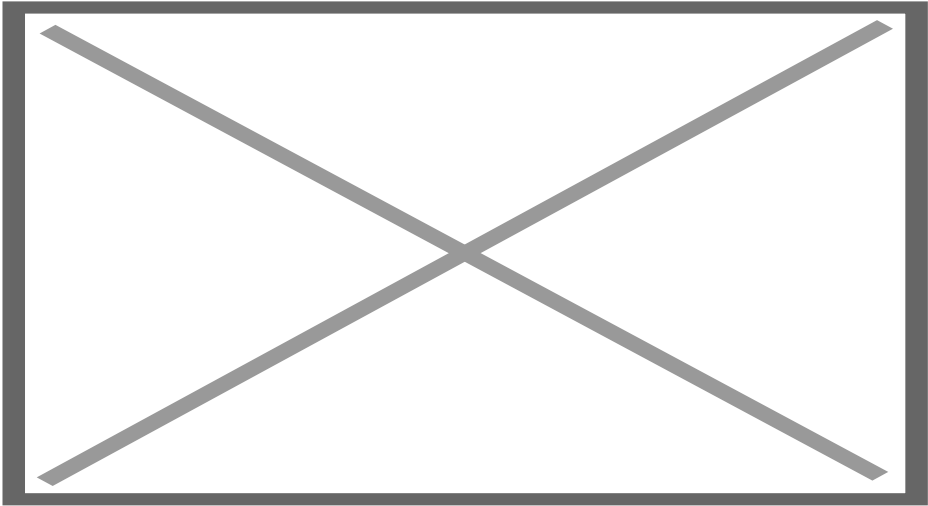
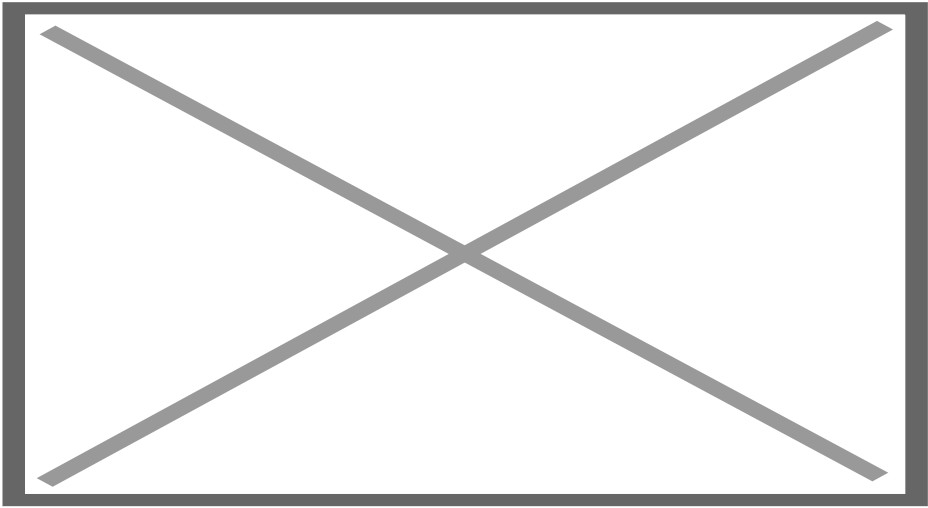
Language(s) of instruction

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 | practical class | directed study/practical class | distance learning |
|----------|------|----------|---------|----------------|-----------------|------------------------|-----------------|--------------------------------|-------------------|
|----------|------|----------|---------|----------------|-----------------|------------------------|-----------------|--------------------------------|-------------------|

[UE5.1 -  
Marketing](#)

|                                                |   |            |   |    |      |
|------------------------------------------------|---|------------|---|----|------|
| <a href="#">Conduire les actions marketing</a> | 8 | Semestre 1 | 2 | 77 | 15.5 |
|------------------------------------------------|---|------------|---|----|------|



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[UE6.1 -  
Marketing](#)

|                                                |   |            |     |      |     |
|------------------------------------------------|---|------------|-----|------|-----|
| <a href="#">Conduire les actions marketing</a> | 5 | Semestre 2 | 3.5 | 20.5 | 1.5 |
|------------------------------------------------|---|------------|-----|------|-----|



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| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class | dis |
|----------|------|----------|---------|----------------|-----------------|------------------------|-------------------------|--------------------------------|-----|
|----------|------|----------|---------|----------------|-----------------|------------------------|-------------------------|--------------------------------|-----|

[UE5.2 -](#)

|                                                      |   |            |   |    |      |
|------------------------------------------------------|---|------------|---|----|------|
| <a href="#">Vente : Vendre une offre commerciale</a> | 8 | Semestre 1 | 5 | 57 | 17.5 |
|------------------------------------------------------|---|------------|---|----|------|



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[UE6.2 -](#)

|                                                      |   |            |     |      |      |
|------------------------------------------------------|---|------------|-----|------|------|
| <a href="#">Vente : Vendre une offre commerciale</a> | 5 | Semestre 2 | 0.5 | 13.5 | 11.5 |
|------------------------------------------------------|---|------------|-----|------|------|



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| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class | dis |
|----------|------|----------|---------|----------------|-----------------|------------------------|-------------------------|--------------------------------|-----|
|----------|------|----------|---------|----------------|-----------------|------------------------|-------------------------|--------------------------------|-----|

[UE5.4 -](#)

|                                                                                    |   |            |     |    |    |
|------------------------------------------------------------------------------------|---|------------|-----|----|----|
| <a href="#">Management : Manager une équipe commerciale sur un espace de vente</a> | 7 | Semestre 1 | 1.5 | 28 | 23 |
|------------------------------------------------------------------------------------|---|------------|-----|----|----|



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| Subjects                                                                                   | ECTS | Semester   | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class | distance learning |
|--------------------------------------------------------------------------------------------|------|------------|---------|----------------|-----------------|------------------------|-------------------------|--------------------------------|-------------------|
| <a href="#">UE6.4 - Management : Manager une équipe commerciale sur un espace de vente</a> | 10   | Semestre 2 | 0.5     | 23.5           | 1.5             |                        |                         |                                |                   |



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| Subjects                                                              | ECTS | Semester   | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class | distance learning |
|-----------------------------------------------------------------------|------|------------|---------|----------------|-----------------|------------------------|-------------------------|--------------------------------|-------------------|
| <a href="#">UE5.5 - Retail marketing : Piloter un espace de vente</a> | 7    | Semestre 1 | 1.5     | 93             | 33              |                        |                         |                                |                   |



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|                                                                       |    |            |     |      |     |  |  |  |  |
|-----------------------------------------------------------------------|----|------------|-----|------|-----|--|--|--|--|
| <a href="#">UE6.5 - Retail marketing : Piloter un espace de vente</a> | 10 | Semestre 2 | 0.5 | 21.5 | 8.5 |  |  |  |  |
|-----------------------------------------------------------------------|----|------------|-----|------|-----|--|--|--|--|



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## Contact

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<http://institut-pascal.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but3-techniques-de-commercialisation-marketing-et-management-du-point-de-vente>