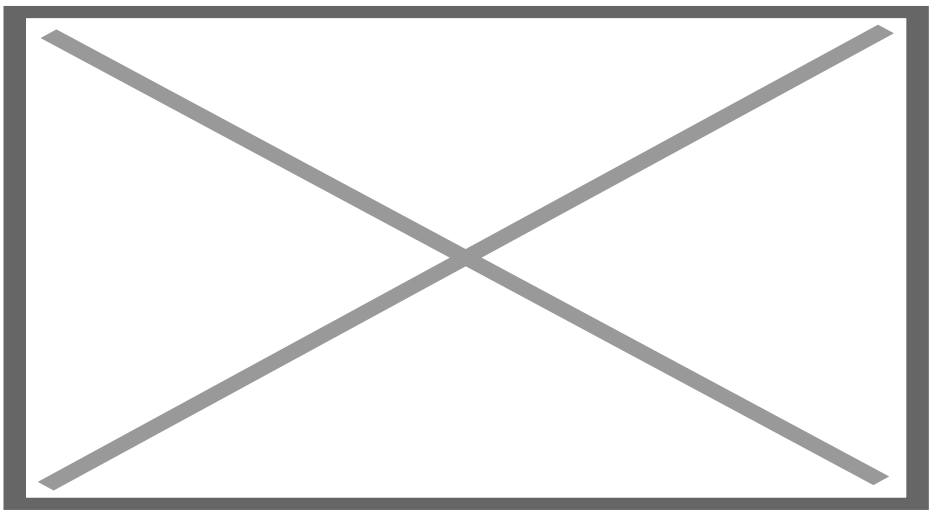
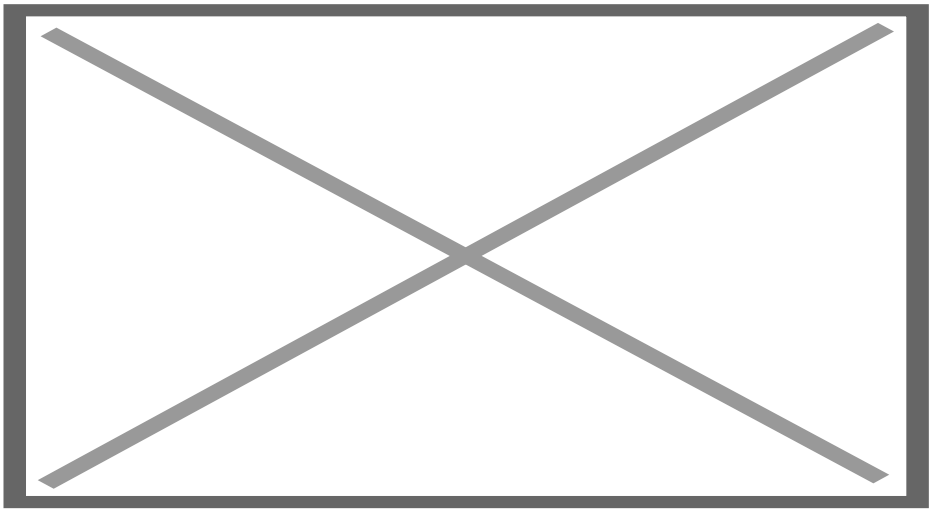
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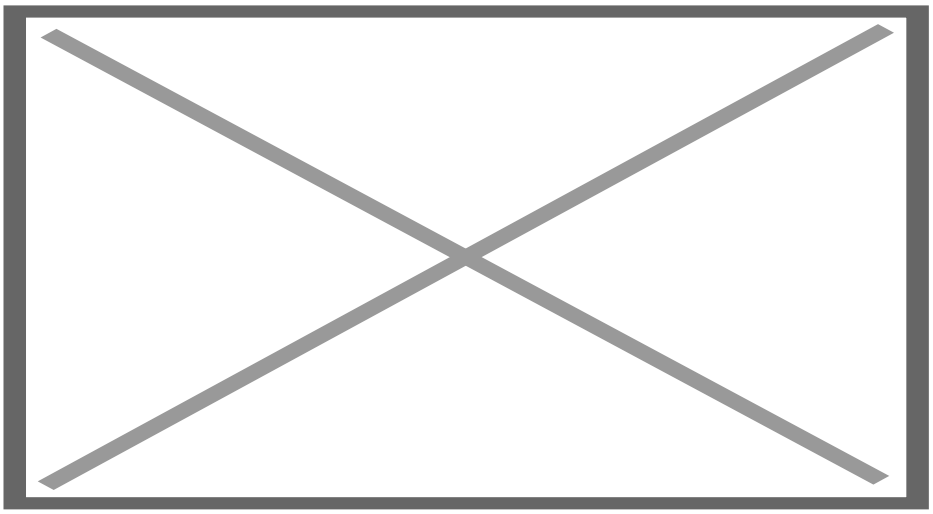
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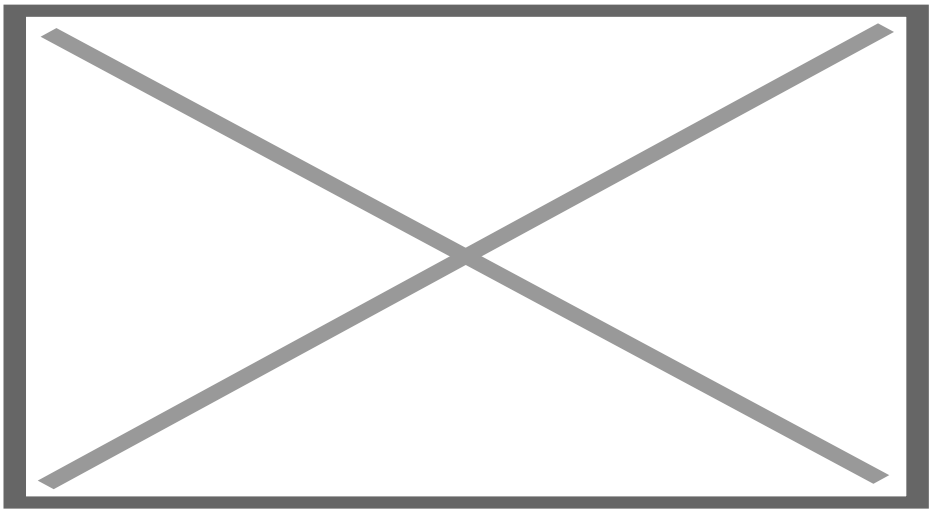
BUT3 Techniques de commercialisation : Business développement et management de la relation client

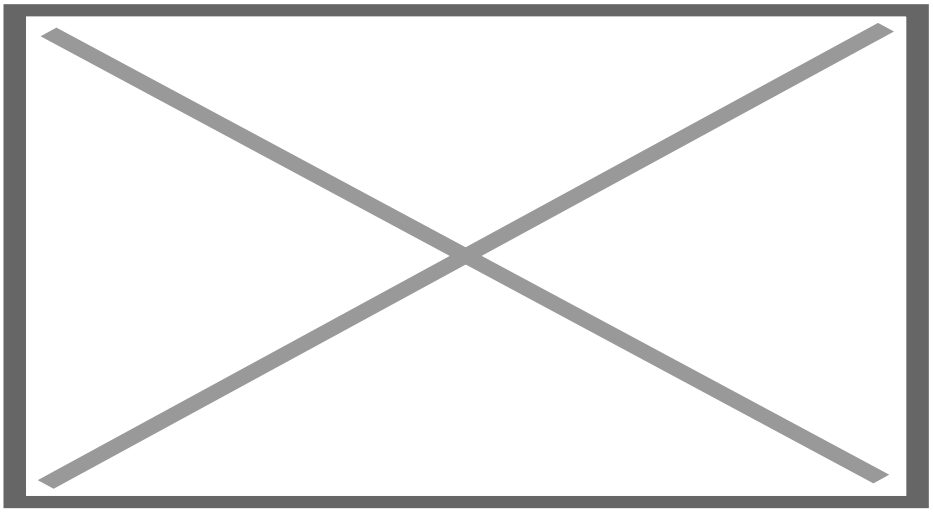
BUT (University technology degree)
Specialisation Techniques de commercialisation
Enrolment type
Formation initiale
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Période(s) de candidature

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
UE5.1 - Marketing : Conduire les actions marketing	8	Semestre 1	2	77	15.5				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distan learn cour
UE6.1 - Marketing : Conduire les actions marketing	5	Semestre 2	3.5	20.5	1.5				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis lea co
UE5.2 - Vente : Vendre une offre commerciale	8	Semestre 1	5	57	17.5				

Charger le détail

UE6.2 - Vente : Vendre une offre commerciale	5	Semestre 2	0.5	13.5	11.5				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	c
UE5.4 - Business développement : Participer à la stratégie marketing et commerciale de l'organisation	7	Semestre 1	1.5	57	29				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	
UE6.4 - Business développement : Participer à la stratégie marketing et commerciale de l'organisation	10	Semestre 2	0.5	21.5	8.5				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distanc learni cours
UE5.5 - Relation client : Manager la relation client	7	Semestre 1	1.5	64	27				

Charger le détail

UE6.5 - Relation client : Manager la relation client	10	Semestre 2	0.5	23.5	1.5				

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Contact

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

http://institut-pascal.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but3-techniques-de-commercialisation-business-developpement-et-management-de-la-relation-client