Université Paris-Saclay

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Techniques de commercialisation

BUT (University technology degree)
Language(s) of instruction
French

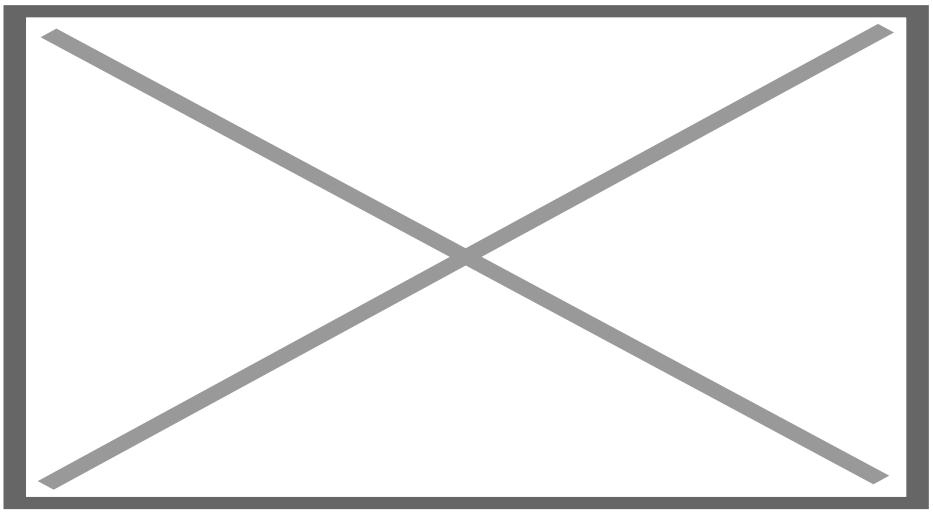
The Bachelor of Technology in Marketing Techniques (BUT CT) is a three-year technological program that combines theoretical knowledge and professional skills through a truly professional university program. The program focuses on understanding increasingly complex markets and constantly evolving marketing techniques.

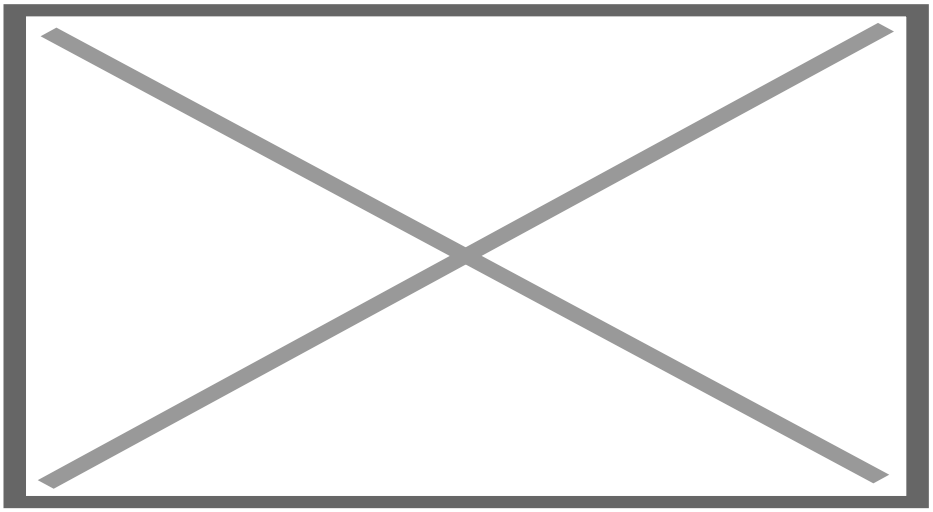
The BUT TC (Bachelor of Technology in Marketing Techniques) is a three-year degree (180 ECTS equivalent) combining academic training and professional development. It is organized over six semesters (three years), including lectures, tutorials, practical work, supervised projects, and an internship (22–26 weeks of the program). Work-study programs are available from the first year of the BUT.

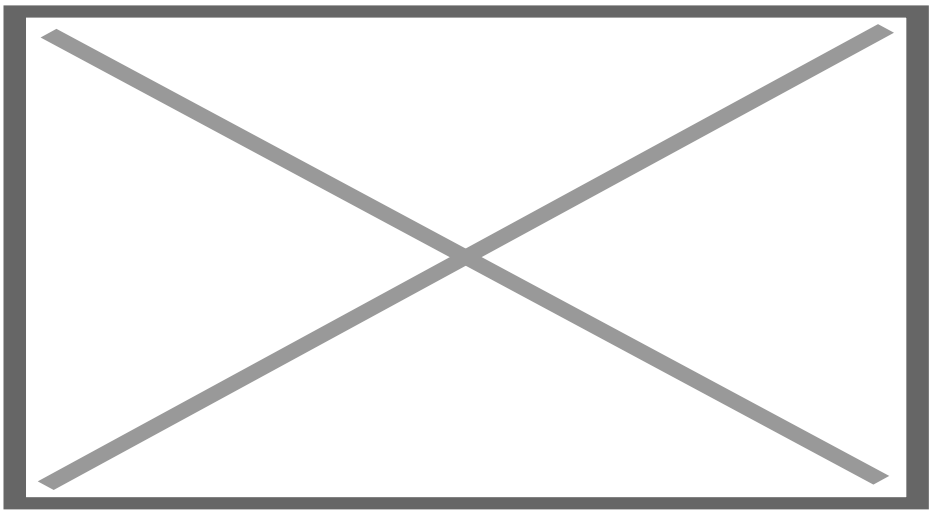
Paths from the second year (initial training and work-study programs):

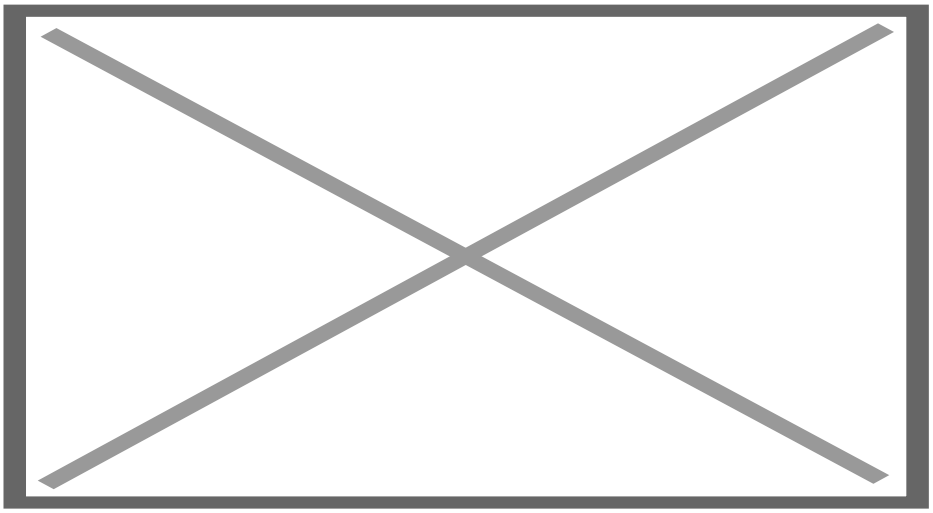
- Digital Marketing, e-business, and Entrepreneurship (MDEE)
- International Business: Purchasing and Sales (BI)
- Marketing and Point-of-Sale Management (MMPV)
- Business Development and Customer Relationship Management (BDMRC)
- Brand Strategy and Events (SME)

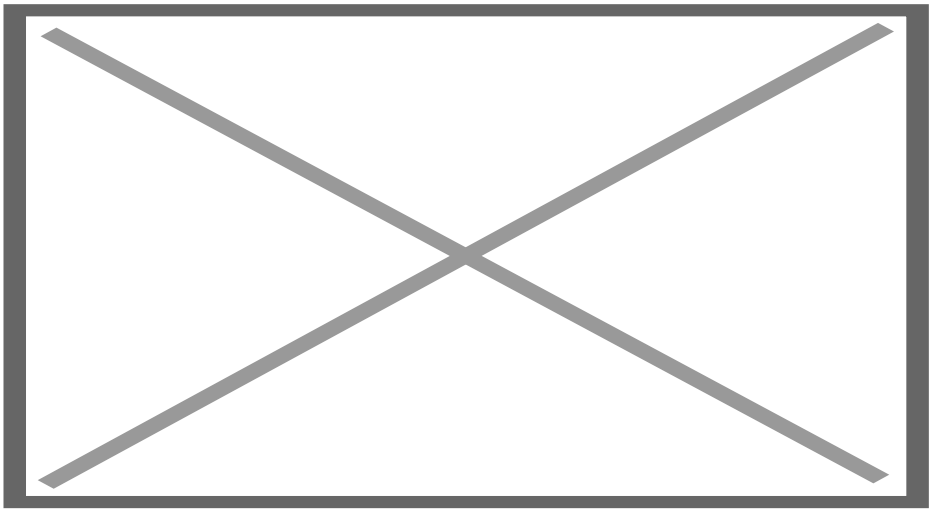
Télécharger la fiche détaillée











Information

- List of Pathways
- Overview

Liste parcours

BUT 1

BUT1 Techniques de commercialisation
Add to Compare

BUT 2

BUT2 Marketing techniques - International Business: purchasing and sales
Add to Compare
BUT2 Techniques de commercialisation - Business développement et management de la relation client
Add to Compare
BUT2 Techniques de commercialisation - Marketing digital, e-business et entrepreneuriat
Add to Compare
BUT2 Techniques de commercialisation - Marketing et management du point de vente
Add to Compare
BUT2 Techniques de commercialisation - Stratégie de marque et événementiel
Add to Compare

BUT 3

BUT3 Marketing techniques - International Business: purchasing and sales
Add to Compare
BUT3 Techniques de commercialisation : Business développement et management de la relation client
Add to Compare
BUT3 Techniques de commercialisation : Marketing digital, e-business et entrepreneuriat

Add to Compare

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

Add to Compare

BUT3 Techniques de commercialisation : Stratégie de la marque, événementiel

Add to Compare

Présentation

Learning outcome targets

Students in the B.U.T. in Marketing Techniques acquire several skills related to professional practices in commercial and marketing, such as developing digital commercial projects, assessing the international environment and selecting markets, purchasing and negotiation, managing a sales team in a sales space, developing commercial activity and long-term relationships, strategic brand management, developing an entrepreneurial spirit, expressing themselves in foreign languages, and building a Personal Professional Project (PPP).

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Débouchés

Career prospects

Assistant managers, directors or heads of marketing, communications or sales strategy
Project Manager
Export Assistant
Chargé de clientèle
Community manager
Commercial
Responsable de magasin
Assistant marketing
Assistant Product Manager
Assistant chef de publicité
http://institut-pascal.universite-paris-saclay.fr/formation/but/techniques-de-commercialisation