

Université Paris-Saclay

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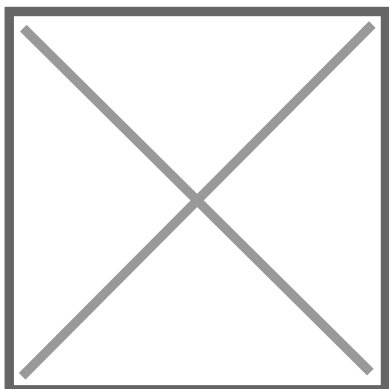
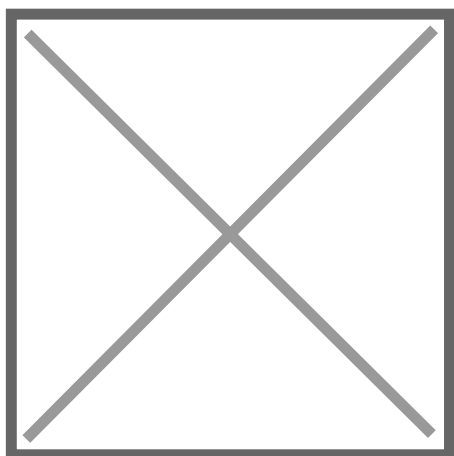
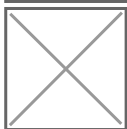
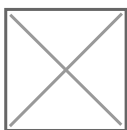
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BUT1 Techniques de commercialisation



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

265

Période(s) de candidature

ParcourSup Platform

From January 19th to March 12th, 2026

Programme

BCC1 - Pour construire une offre commerciale simple

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dist. learning
UE1.1 - Marketing : conduire les actions marketing	11	Semestre 1	42.5	81	12.5				

UE1.1 - Marketing : conduire les actions marketing

ECTS : 11

Semester: Semestre 1

Detail

Lecture: 42.5

Practical study : 12.5

Directed study: 81

Tutored project 20

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE2.1 -](#)

[Marketing :](#)

[conduire](#)

[les actions](#)

[marketing](#)

■

11	Semestre 2	37	67.5	39.5
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UE2.1 - Marketing : conduire les actions marketing

ECTS : 11

Semester: Semestre 2

Detail

Lecture: 37

Practical study : 39.5

Directed study: 67.5

Tutored project 36

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

BCC2 - Pour préparer l'entretien de vente

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis
UE1.2 - Vente : vendre une offre commerciale	11	Semestre 1	3.5	58	31.5				co

UE1.2 - Vente : vendre une offre commerciale

ECTS : 11

Semester: Semestre 1

Detail

Lecture: 3.5

Practical study : 31.5

Directed study: 58

Tutored project 15

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE2.2 -](#)

[Vente :](#)

[vendre une](#)

[offre](#)

[commerciale](#)

■

11	Semestre 2	9.5	63.5	43.5
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UE2.2 - Vente : vendre une offre commerciale

ECTS : 11

Semester: Semestre 2

Detail

Lecture: 9.5

Practical study : 43.5

Directed study: 63.5

Tutored project 37

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

BCC3 - Pour structurer un plan de communication

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
UE1.3 - Communication commerciale : communiquer l'offre commerciale	8	Semestre 1	29.5	42	33			
■								

UE1.3 - Communication commerciale : communiquer l'offre commerciale

ECTS : 8

Semester: Semestre 1

Detail

Lecture: 29.5

Practical study : 33

Directed study: 42

Tutored project 15

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE2.3 - Communication commerciale : communiquer l'offre commerciale](#)

8	Semestre 2	19	50.5	35
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UE2.3 - Communication commerciale : communiquer l'offre commerciale

ECTS : 8

Semester: Semestre 2

Detail

Lecture: 19

Practical study : 35

Directed study: 50.5

Tutored project 36

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Teaching Location(s)

SCEAUX

Contact

- **Caroline RICHE**
- **Didier PERCEVAULT**

<http://www.sciences.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but1-techniques-de-commercialisation>