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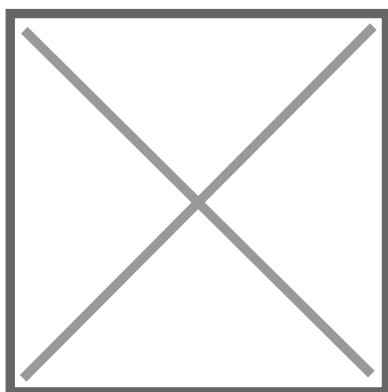
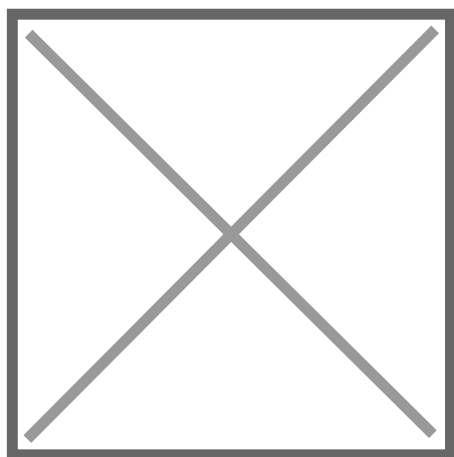
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BUT2 Techniques de commercialisation - Stratégie de marque et événementiel



BUT (University technology degree)

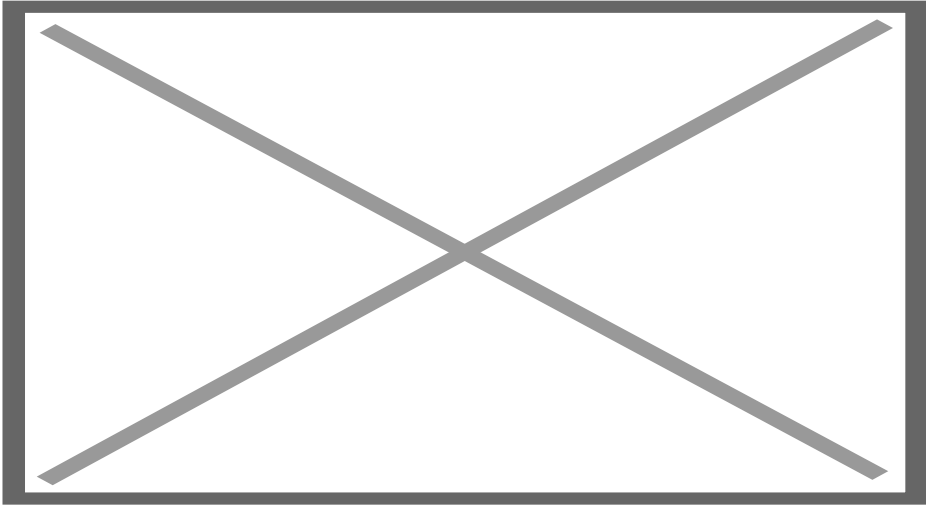
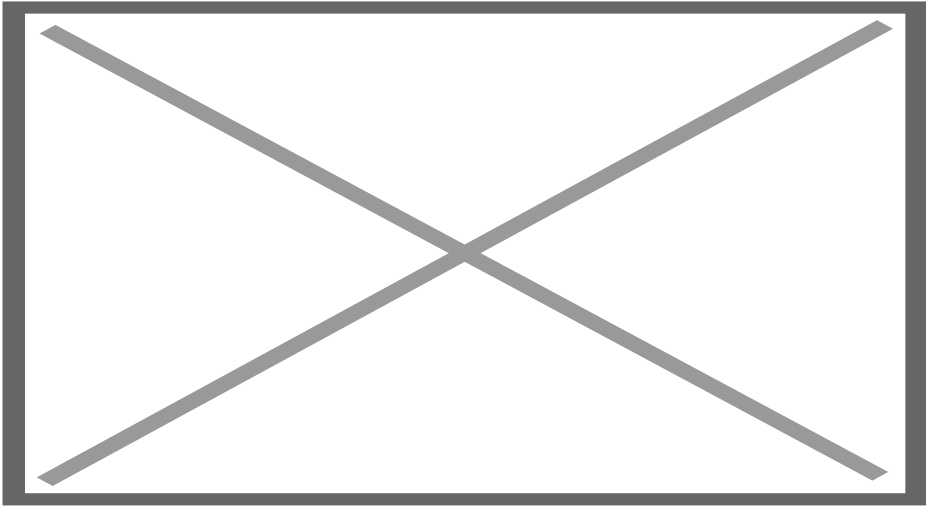
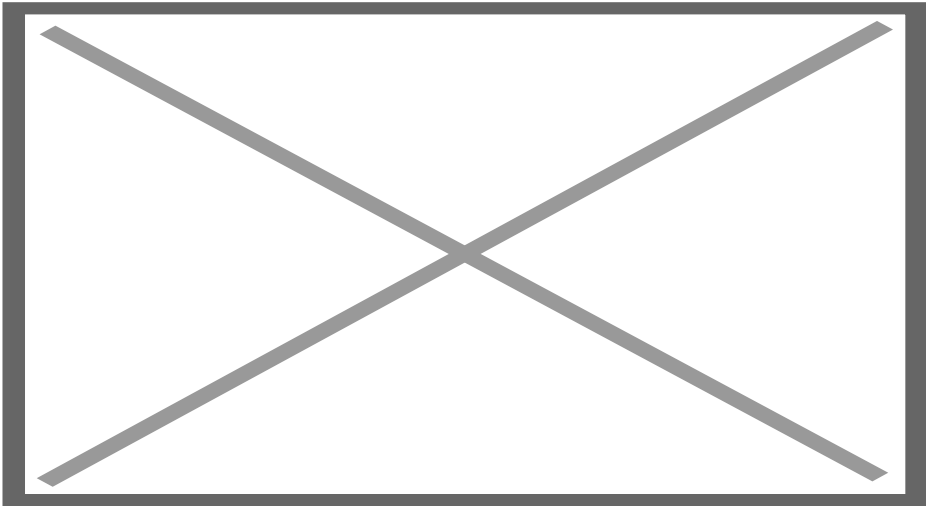
Specialisation Techniques de commercialisation

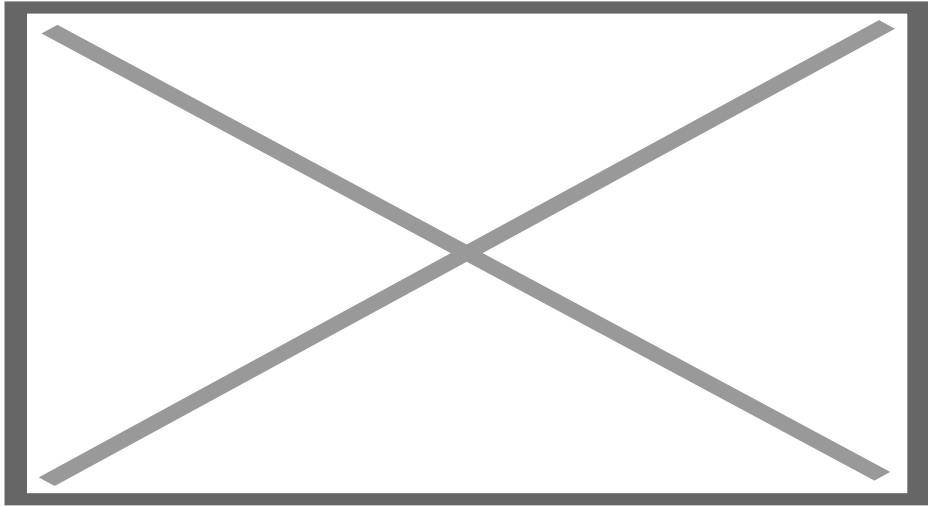
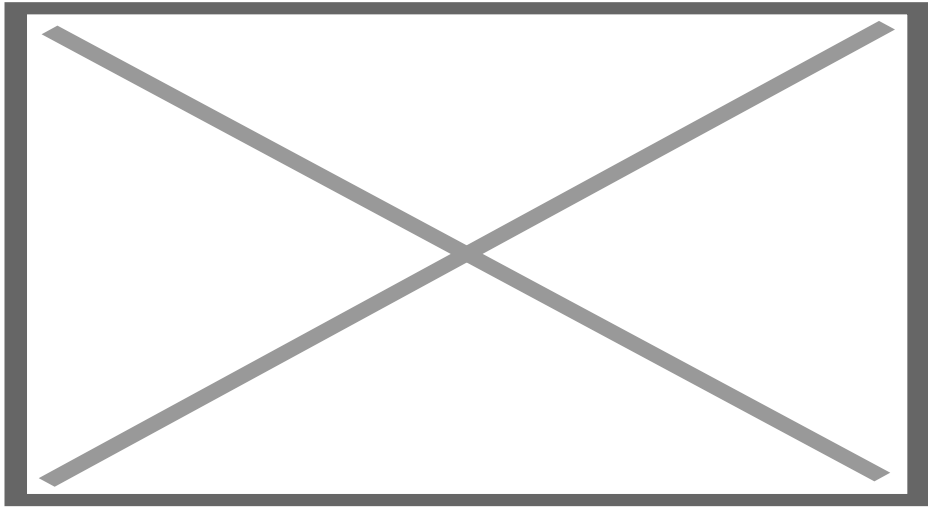
Language(s) of instruction

French

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Information

- [Application requirements](#)
- [Schedule](#)

Admission

Capacity

Available Places

0

Programme

BCC1 - Construire une offre commerciale complexe ou innovante

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	practical class	directed study/practical class	distance learning
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[UE3.1 -
Marketing](#)

[: Construire les actions marketing](#) 7 Semestre 1 19 81 15

UE3.1 - Marketing : Construire les actions marketing

ECTS : 7

Semester: Semestre 1

Detail

Lecture: 19

Practical study : 15

Directed study: 81

Tutored project 21

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE4.1 -
Marketing](#)

[: Conduire les actions marketing](#) 6 Semestre 2 2.5 26.5 13

UE4.1 - Marketing : Conduire les actions marketing

ECTS : 6

Semester: Semestre 2

Detail

Lecture: 2.5

Practical study : 13

Directed study: 26.5

Tutored project 26

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis
UE3.2 - Vente : Vendre une offre commerciale	7	Semestre 1	6	45.5	25				
■									

UE3.2 - Vente : Vendre une offre commerciale

ECTS : 7

Semester: Semestre 1

Detail

Lecture: 6

Practical study : 25

Directed study: 45.5

Tutored project 19

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE4.2 -](#)

[Vente :](#)

[Vendre une](#)

[offre](#)

[commerciale](#)

■

UE4.2 - Vente : Vendre une offre commerciale

ECTS : 6

Semester: Semestre 2

Detail

Lecture: 2

Practical study : 25

Directed study: 9.5

Tutored project 26

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

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			
■								

UE3.3 - Communication commerciale : Communiquer l'offre commerciale

ECTS : 8

Semester: Semestre 1

Detail

Lecture: 13

Practical study : 20

Directed study: 45

Tutored project 19

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE4.3 -
Communication
commerciale :
Communiquer
l'offre
commerciale](#)

6	Semestre 2	2	12	22.5
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Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
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UE4.3 - Communication commerciale : Communiquer l'offre commerciale

ECTS : 6

Semester: Semestre 2

Detail

Lecture: 2

Practical study : 22.5

Directed study: 12

Tutored project 26

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

BCC4 - Déployer l'image de marque

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
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[UE3.4 - Branding](#)

[: Élaborer l'identité d'une marque](#)

4	Semestre 1	2	29.5	8
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UE3.4 - Branding : Élaborer l'identité d'une marque

ECTS : 4

Semester: Semestre 1

Detail

Lecture: 2

Practical study : 8

Directed study: 29.5

Tutored project 14

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE4.4 - Branding](#)

[: Élaborer l'identité d'une marque](#) 6 Annualisé 0.5 27 13.5

UE4.4 - Branding : Élaborer l'identité d'une marque

ECTS : 6

Semester: Annualisé

Detail

Lecture: 0.5

Practical study : 13.5

Directed study: 27

Tutored project 18

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

BCC5 - Élaborer un événement simple

[UE3.5 -
Événementiel
- Manager un
projet
événementiel](#)

4	Semestre 1	2	27.5	3
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UE3.5 - Événementiel - Manager un projet événementiel

ECTS : 4

Semester: Semestre 1

Detail

Lecture: 2

Practical study : 3

Directed study: 27.5

Tutored project 12

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE4.5 -
Événementiel
: Manager un
projet
événementiel](#)

6	Semestre 2	0.5	42	13.5
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UE4.5 - Événementiel : Manager un projet événementiel

ECTS : 6

Semester: Semestre 2

Detail

Lecture: 0.5

Practical study : 13.5

Directed study: 42

Tutored project 18

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/but2-techniques-de-commercialisation-strategie-de-marque-et-evenementiel>