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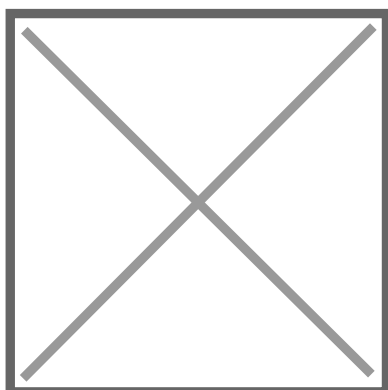
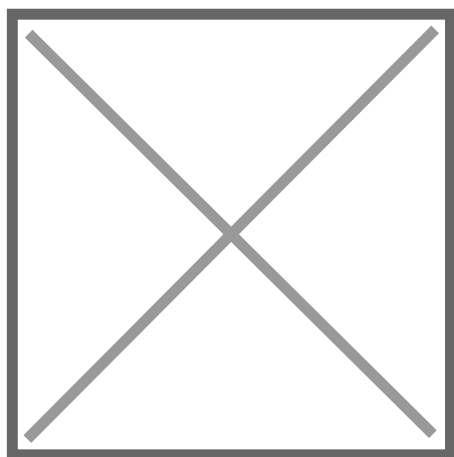
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BUT2 Techniques de commercialisation - Business développement et management de la relation client



BUT (University technology degree)

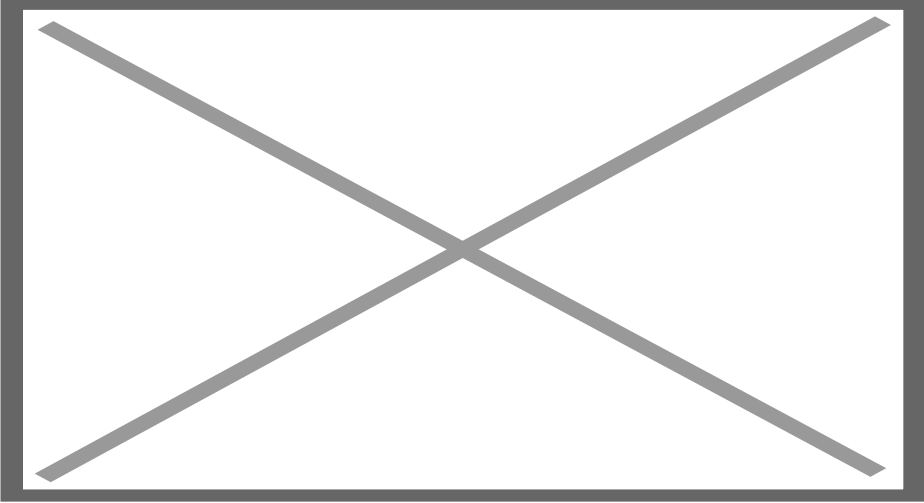
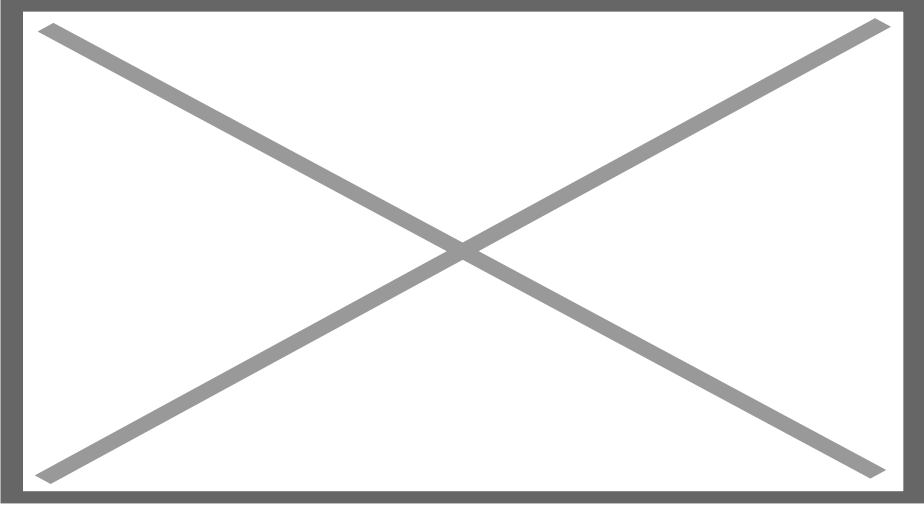
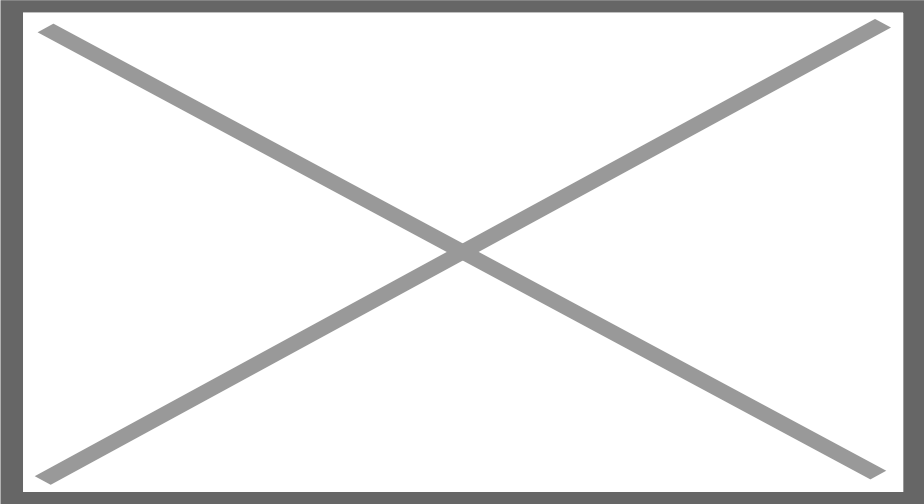
Specialisation Techniques de commercialisation

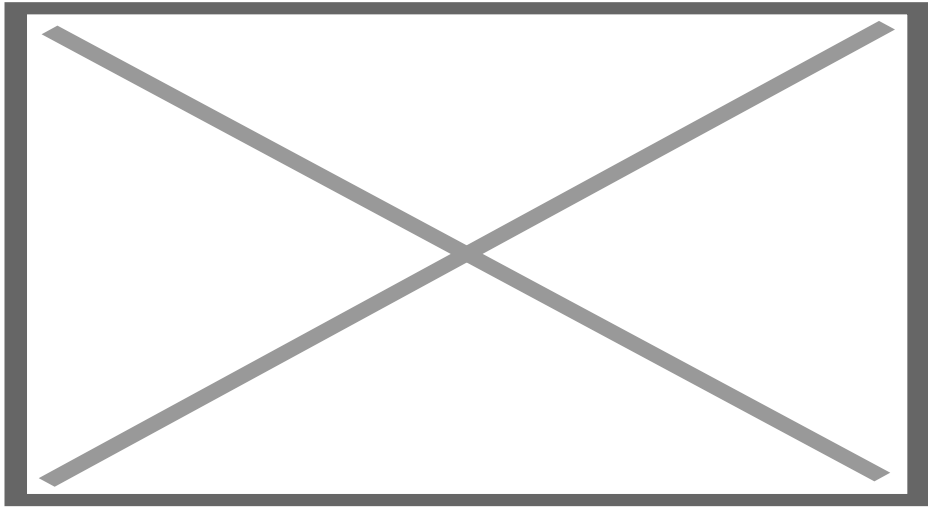
Language(s) of instruction

French

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Information

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

Admission

Capacity

Available Places

0

Programme

BCC1 - Construire une offre commerciale complexe et innovante

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	practical class	directed study/practical class	distance learning
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](#)



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

BCC2 - Mener un entretien de vente simple

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				co

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

BCC3 - Élaborer un plan de communication

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
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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 - Agir en tant que membre de l'équipe commerciale

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
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[UE3.4 - Business développement - Participer à la stratégie marketing et commerciale de l'organisation](#)

4	Semestre 1	1	30.5	8
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Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
----------	------	----------	---------	----------------	-----------------	------------------------	-------------------------	--------------------------------

UE3.4 - Business développement - Participer à la stratégie marketing et commerciale de l'organisation

ECTS : 4

Semester: Semestre 1

Detail

Lecture: 1

Practical study : 8

Directed study: 30.5

Tutored project 14

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE4.4 - Business développement : Participer à la stratégie marketing et commerciale de l'organisation](#)

4	Semestre 2	0.5	34.5	11
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Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
----------	------	----------	---------	----------------	-----------------	------------------------	-------------------------	--------------------------------	-------------------

UE4.4 - Business développement : Participer à la stratégie marketing et commerciale de l'organisation

ECTS : 4

Semester: Semestre 2

Detail

Lecture: 0.5

Practical study : 11

Directed study: 34.5

Tutored project 18

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

BCC5 - Agir en tant membre de l'équipe relation client

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
----------	------	----------	---------	----------------	-----------------	------------------------	-------------------------	--------------------------------	-------------------

[UE3.5 - Relation client : Manager la relation client](#)

4	Semestre 1	1	30.5	7.5
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UE3.5 - Relation client : Manager la relation client

ECTS : 4

Semester: Semestre 1

Detail

Lecture: 1

Practical study : 7.5

Directed study: 30.5

Tutored project 14

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE4.5 -](#)

[Relation](#)

[client :](#)

[Manager](#) 6 Semestre 2 0.5 34.5 16

[la](#)

[relation](#)

[client](#)



UE4.5 - Relation client : Manager la relation client

ECTS : 6

Semester: Semestre 2

Detail

Lecture: 0.5

Practical study : 16

Directed study: 34.5

Tutored project 18

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Contact

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

<http://www.sciences.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but2-techniques-de-commercialisation-business-developpement-et-management-de-la-relation-client>