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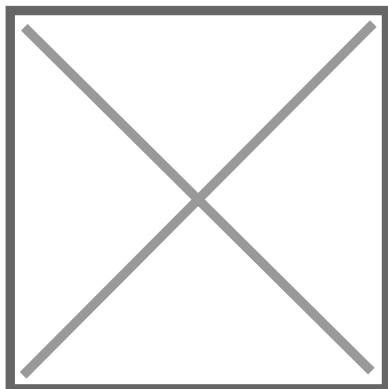
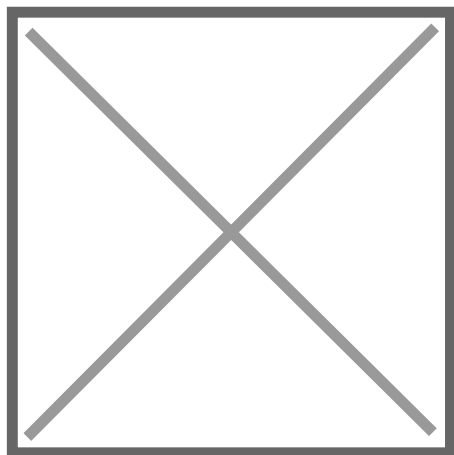
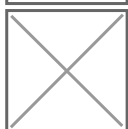
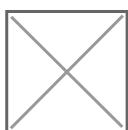
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Add to Compare

BUT2 Marketing techniques - International Business: purchasing and sales



BUT (University technology degree)

Specialisation Techniques de commercialisation

Language(s) of instruction

German English Spanish 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.

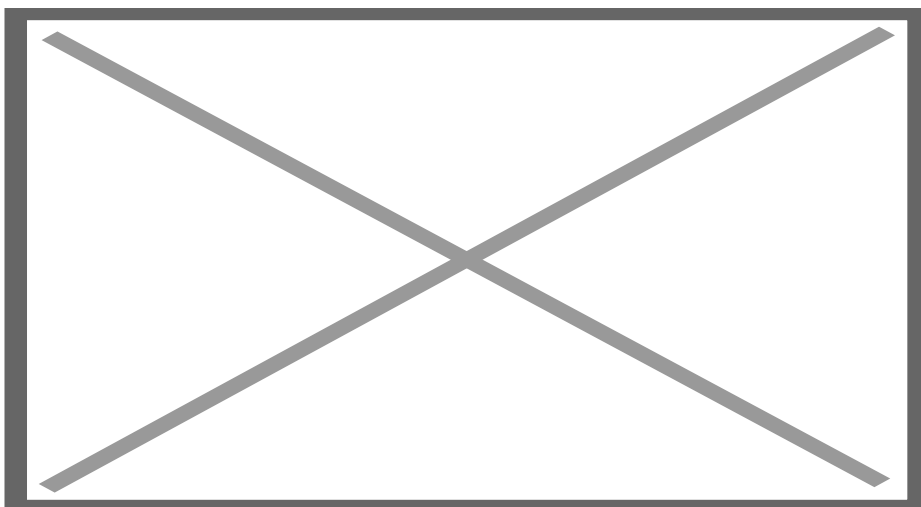
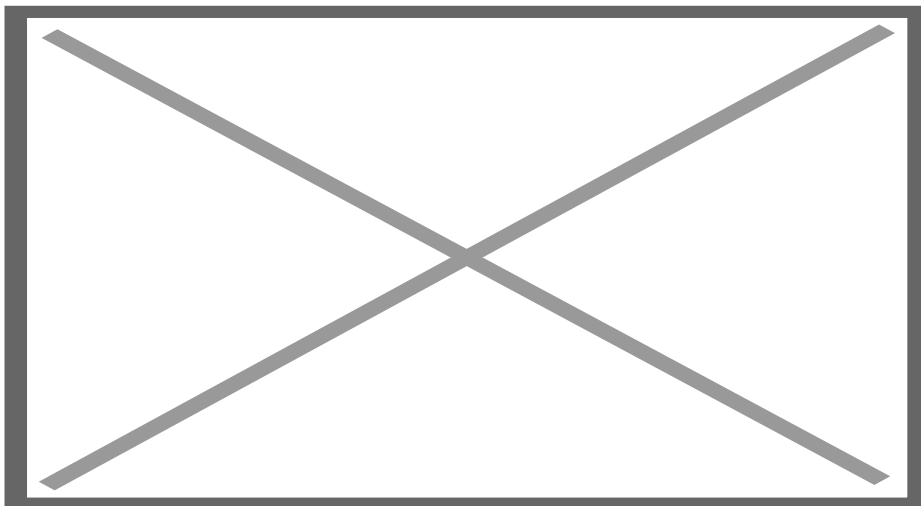
The BUT TC (Bachelor of Technology in Marketing Techniques) is a three-year degree (180 ECTS equivalent) combining academic training and professional development. It is organized over six semesters (three years), including lectures, tutorials, practical work, supervised projects, and an internship (22–26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

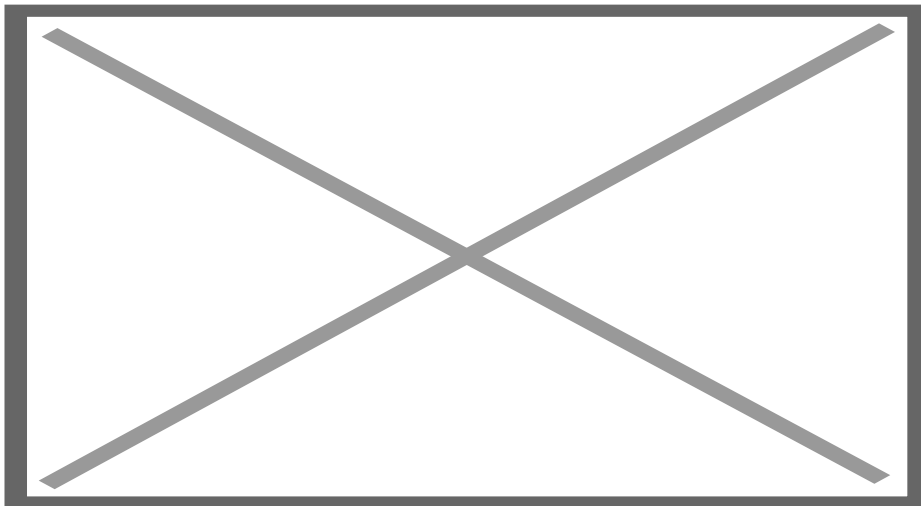
Paths from the second year (initial training and work-study programs):

- 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)

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Information

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

Présentation

Skills

International business: procurement and sales. * evaluate the international environment and select the most suitable markets for internationalisation * buy and negotiate with a view to internationalising your company * adapt your offer to foreign markets

Objectives

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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Admission

Capacity

Available Places

0

Target Audience and Entry Requirements

The specialties of the general baccalaureate most closely aligned with the University technology degree in Marketing Techniques are: History, Geography, Geopolitics and Political Sciences; Economic and Social Sciences; Mathematics; Foreign Literatures and Cultures; Digital and Computer Sciences, but any combination of specialties will be considered. Similarly, among the technological baccalaureate series, STMG and, to a lesser extent, STI2D are the most suitable for success in the University technology degree in Marketing Techniques. As regards previous undergraduates, the general and technological baccalaureate series (STMG) are best suited to the University technology degree in Marketing Techniques. Holders of an equivalent qualification or a university entrance qualification (DAEU) are also eligible.

Programme

BCC1 - Construire une offre commerciale complexe ou innovante

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

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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
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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 - Pour agir en tant qu'assistant développement import/export

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di
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[UE3.4 - Stratégie à l'international : Formuler une stratégie de commerce à l'international](#)

4 Semestre 1 2 29.5 8

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di
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UE3.4 - Stratégie à l'international : Formuler une stratégie de commerce à l'international

ECTS : 4

Semester: Semestre 1

Detail

Lecture: 2

Practical study : 8

Directed study: 29.5

Tutored project 14

Language(s) of instruction

Anglais

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE4.4 - Stratégie à l'international : Formuler une stratégie de commerce à l'international](#)

6	Semestre 2	0.5	38	17.5
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Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di
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UE4.4 - Stratégie à l'international : Formuler une stratégie de commerce à l'international

ECTS : 6
Semester: Semestre 2
Detail
Lecture: 0.5
Practical study : 17.5
Directed study: 38
Tutored project 18
Language(s) of instruction
Anglais
Remote teaching
non
Type of assessment
Evaluation Continue Intégrale

BCC5 - Pour commercialiser à l'international une offre simple

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di
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[UE3.5 - Opérations à l'international : Piloter les opérations à l'international](#)

4 Semestre 1 2 29.5 7.5

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	di
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UE3.5 - Opérations à l'international : Piloter les opérations à l'international

ECTS : 4

Semester: Semestre 1

Detail

Lecture: 2

Practical study : 7.5

Directed study: 29.5

Tutored project 14

Language(s) of instruction

Anglais

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE4.5 -](#)

[Opérations à](#)

[l'international](#)

[: Piloter les](#)

[opérations à](#)

[l'international](#)

6	Semestre 2	0.5	22	18.5
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UE4.5 - Opérations à l'international : Piloter les opérations à l'international

ECTS : 6

Semester: Semestre 2

Detail

Lecture: 0.5

Practical study : 18.5

Directed study: 22

Tutored project 18

Language(s) of instruction

Anglais

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

Contact

- **Caroline RICÉ**
- **Didier PERCEVAULT**

<http://www.sciences.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but2-techniques-de-commercialisation-business-international-achat-et-vente>