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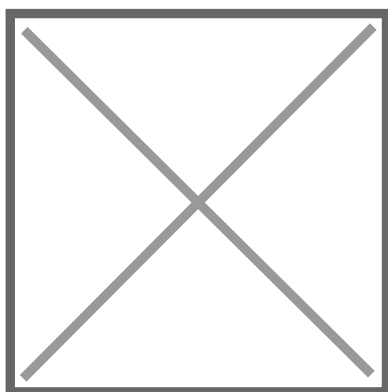
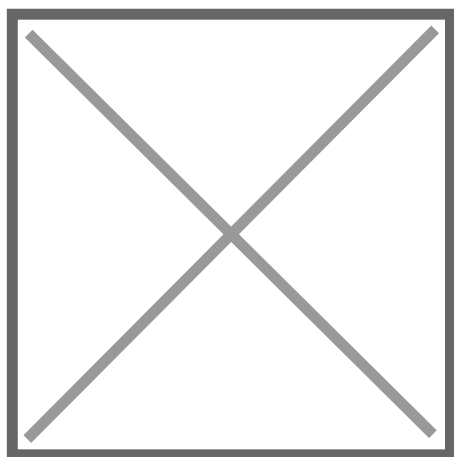
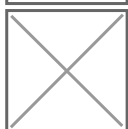
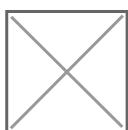
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BUT3 Techniques de commercialisation : Marketing digital, e-business et entrepreneuriat



BUT (University technology degree)

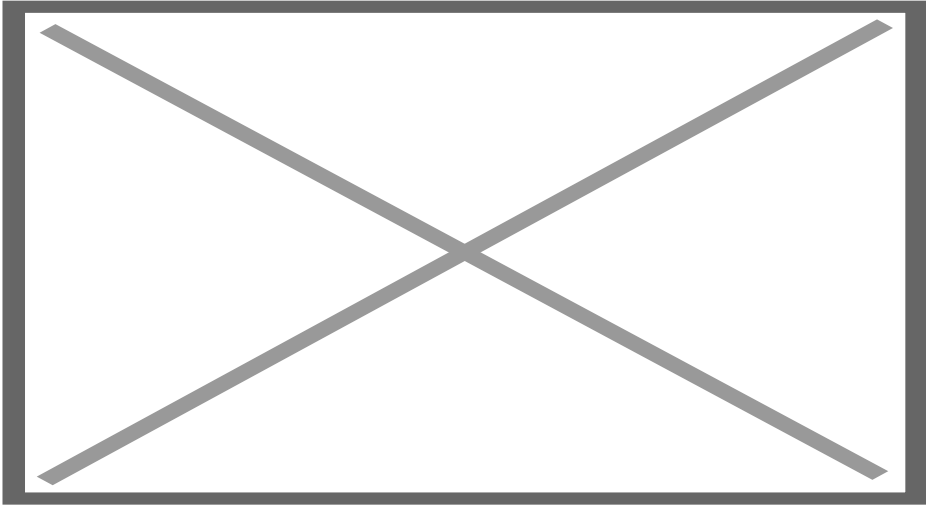
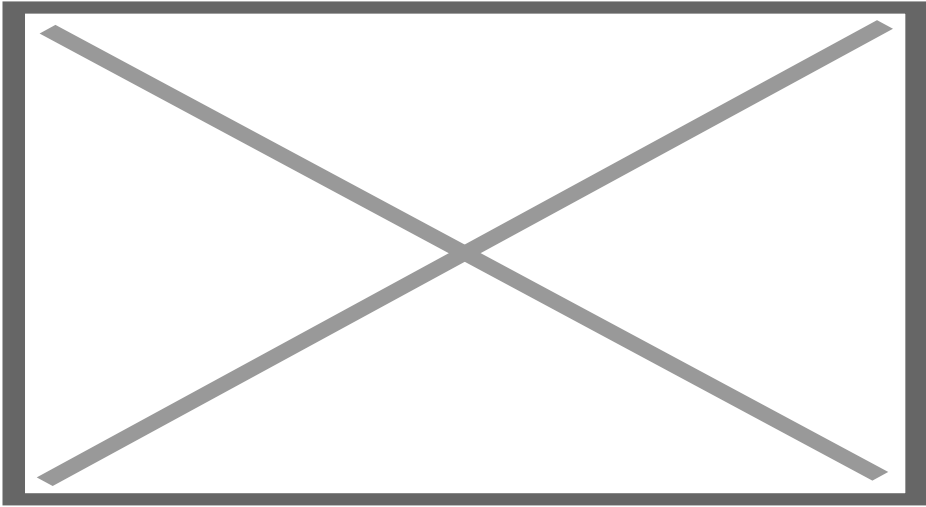
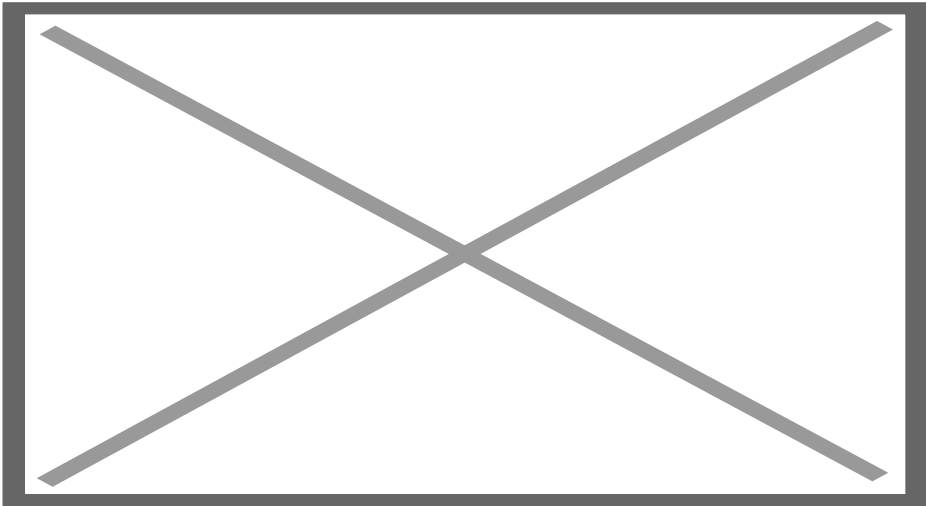
Specialisation Techniques de commercialisation

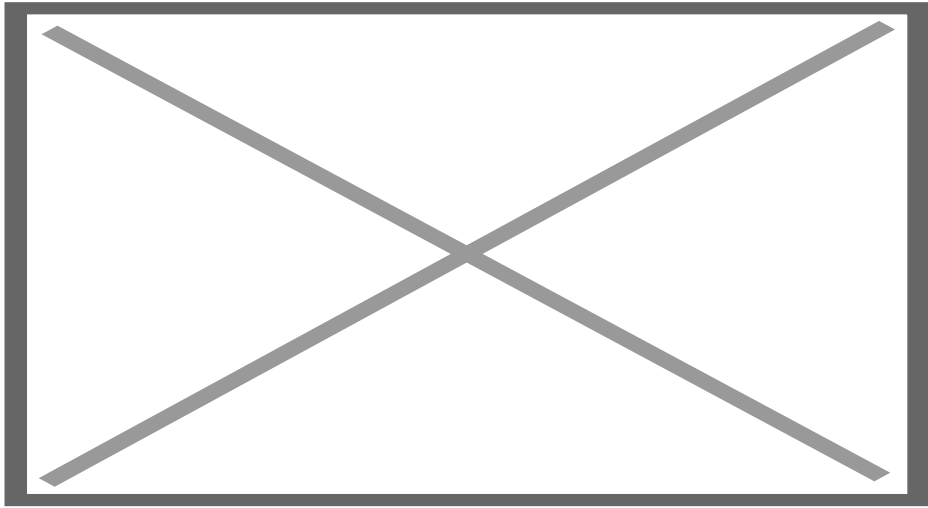
Language(s) of instruction

French

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Information

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

Admission

Capacity

Available Places

0

Programme

BCC1 - Construire une solution client étendue à tous les secteurs d'activités

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
UE5.1 - Marketing : Conduire les actions marketing	8	Semestre 1	2	77	15.5				

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
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UE5.1 - Marketing : Conduire les actions marketing

ECTS : 8

Semester: Semestre 1

Detail

Lecture: 2

Practical study : 15.5

Directed study: 77

Tutored project 33

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE6.1 -
Marketing](#)

: Conduire les actions marketing	5	Semestre 2	3.5	20.5	1.5
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UE6.1 - Marketing : Conduire les actions marketing

ECTS : 5

Semester: Semestre 2

Detail

Lecture: 3.5

Practical study : 1.5

Directed study: 20.5

Tutored project 31

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

BCC2 - Mener une vente complexe

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis
UE5.2 - Vente : Vendre une offre commerciale	8	Semestre 1	5	57	17.5				co

UE5.2 - Vente : Vendre une offre commerciale

ECTS : 8

Semester: Semestre 1

Detail

Lecture: 5

Practical study : 17.5

Directed study: 57

Tutored project 33

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE6.2 -](#)

[Vente :](#)

[Vendre une](#)

[offre](#)

[commerciale](#)

■

UE6.2 - Vente : Vendre une offre commerciale

ECTS : 5

Semester: Semestre 2

Detail

Lecture: 0.5

Practical study : 11.5

Directed study: 13.5

Tutored project 31

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

BCC4 - Développer le projet digital en tant qu'initiateur

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
UE5.4 - Marketing digital : Gérer une activité digitale	7	Semestre 1	1.5	66	33				
■									

UE5.4 - Marketing digital : Gérer une activité digitale

ECTS : 7

Semester: Semestre 1

Detail

Lecture: 1.5

Practical study : 33

Directed study: 66

Tutored project 29

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE6.4 - Marketing digital : Gérer une activité digitale](#)

■

UE6.4 - Marketing digital : Gérer une activité digitale

ECTS : 10

Semester: Semestre 2

Detail

Lecture: 0.5

Practical study : 8.5

Directed study: 21.5

Tutored project 31

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
UE5.5 - E-business et entrepreneuriat - Développer un projet e-business	7	Semestre 1	1.5	56	21			
■								

UE5.5 - E-business et entrepreneuriat - Développer un projet e-business

ECTS : 7

Semester: Semestre 1

Detail

Lecture: 1.5

Practical study : 21

Directed study: 56

Tutored project 29

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

UE6.5 - E-business et entrepreneuriat - Développer un projet e-business	10	Semestre 2	0.5	23.5	1.5
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UE6.5 - E-business et entrepreneuriat - Développer un projet e-business

ECTS : 10

Semester: Semestre 2

Detail

Lecture: 0.5

Practical study : 1.5

Directed study: 23.5

Tutored project 31

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/but3-techniques-de-commercialisation-marketing-digital-e-business-et-entrepreneuriat>