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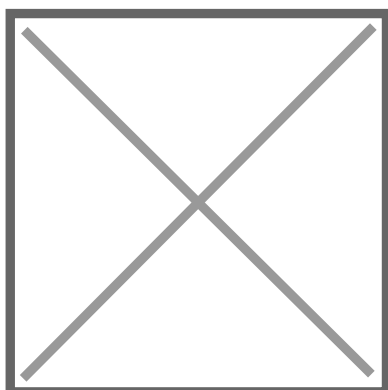
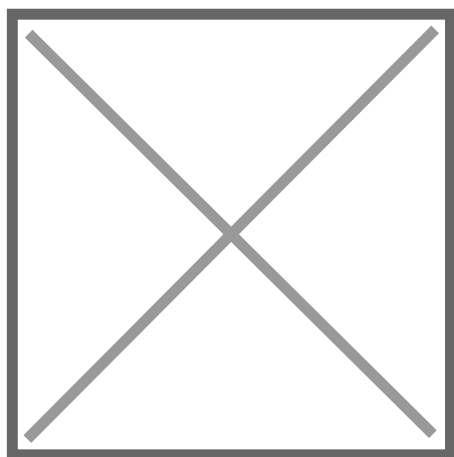
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BUT3 Techniques de commercialisation : Marketing et management du point de vente



BUT (University technology degree)

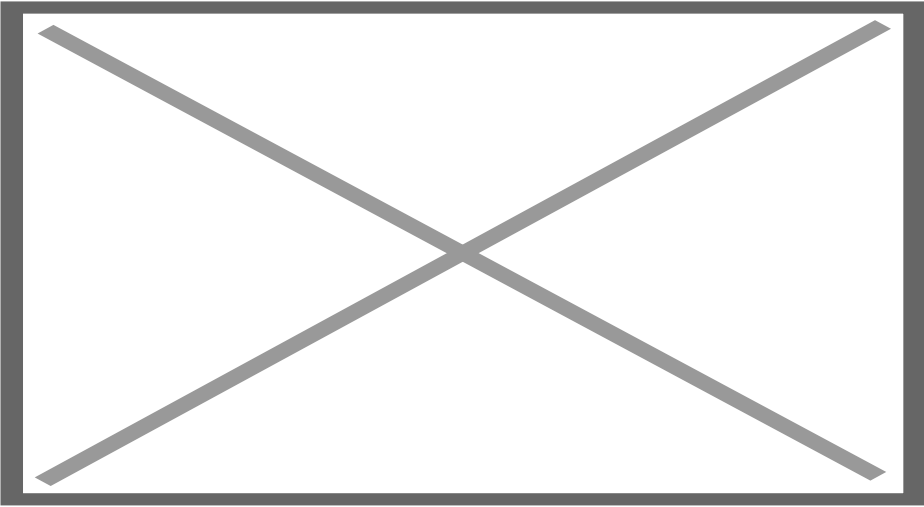
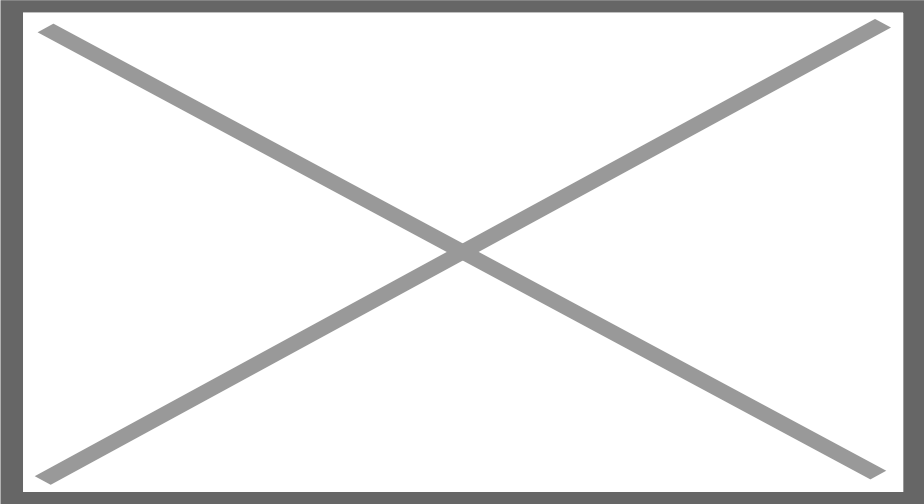
Specialisation Techniques de commercialisation

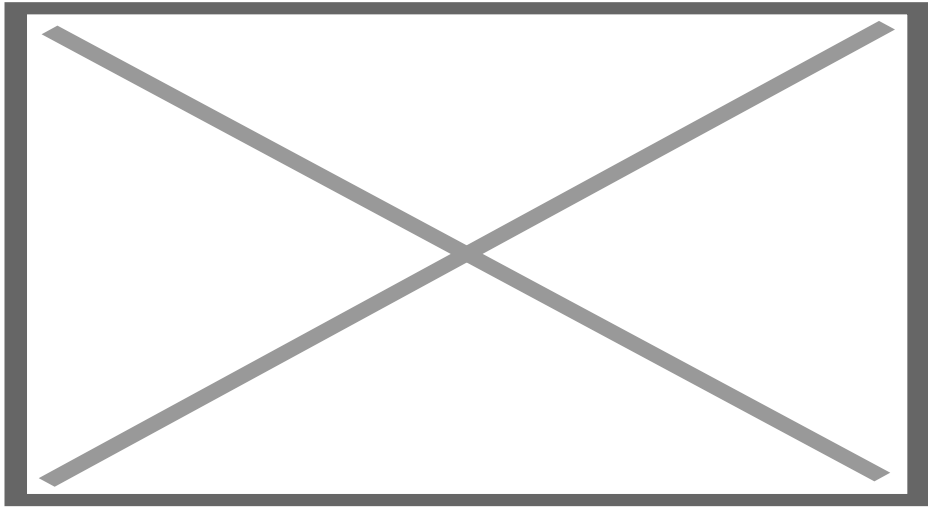
Language(s) of instruction

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'activité

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	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 - Mobiliser l'équipe au niveau stratégique

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis
UE5.4 - Management : Manager une équipe commerciale sur un espace de vente	7	Semestre 1	1.5	28	23				
■									

UE5.4 - Management : Manager une équipe commerciale sur un espace de vente

ECTS : 7

Semester: Semestre 1

Detail

Lecture: 1.5

Practical study : 23

Directed study: 28

Tutored project 29

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE6.4 - Management : Manager une équipe commerciale sur un espace de vente](#)

10	Semestre 2	0.5	23.5	1.5
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Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
----------	------	----------	---------	----------------	-----------------	------------------------	-------------------------	--------------------------------	-------------------

UE6.4 - Management : Manager une équipe commerciale sur un espace de vente

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

BCC5 - Manager la dynamique de l'espace de vente

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
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[UE5.5 -](#)

[Retail](#)

[marketing](#)

[: Piloter](#)

[un espace](#)

[de vente](#)

7

Semestre
1

1.5

93

33



UE5.5 - Retail marketing : Piloter un espace de vente

ECTS : 7

Semester: Semestre 1

Detail

Lecture: 1.5

Practical study : 33

Directed study: 93

Tutored project 29

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE6.5 -
Retail
marketing
: Piloter
un espace
de vente](#)

10

Semestre
2

0.5

21.5

8.5



UE6.5 - Retail marketing : Piloter un espace de vente

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

Contact

-

Caroline RICÉ

-

Didier PERCEVAULT

<http://www.sciences.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but3-techniques-de-commercialisation-marketing-et-management-du-point-de-vente>