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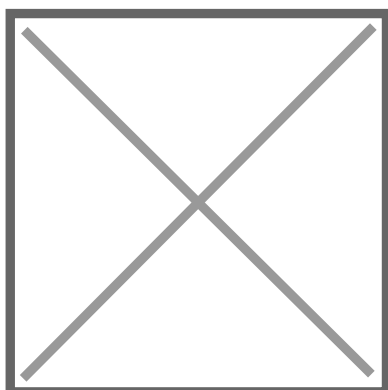
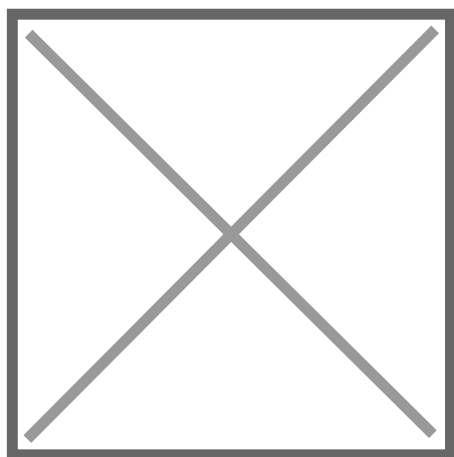
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BUT3 Techniques de commercialisation : Business développement et management de la relation client



BUT (University technology degree)

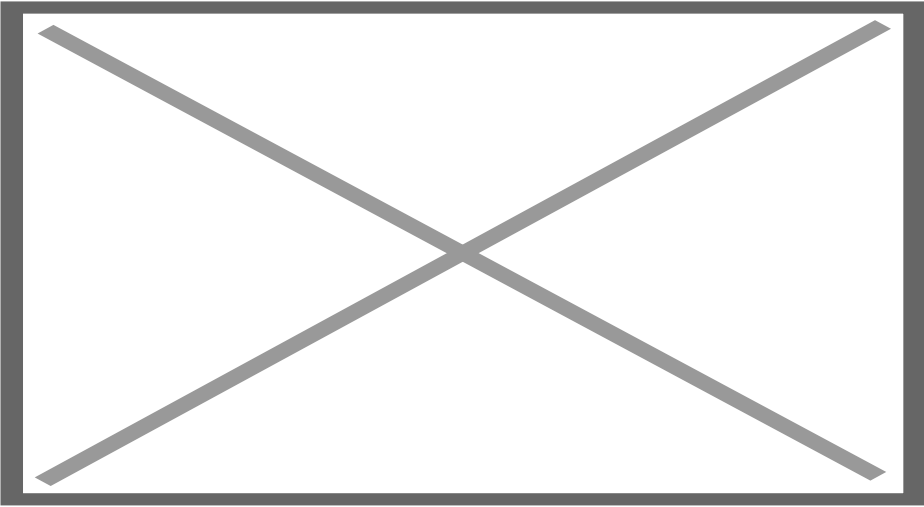
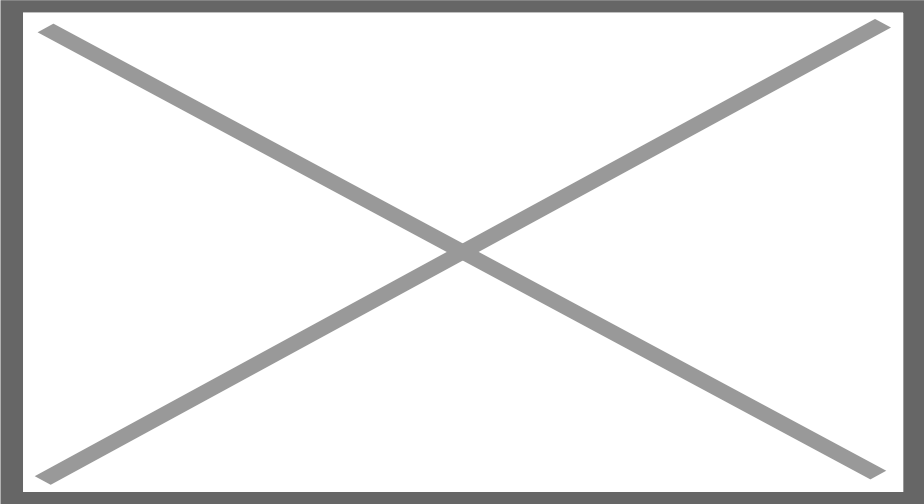
Specialisation Techniques de commercialisation

Language(s) of instruction

French

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Information

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

Admission

Capacity

Available Places

0

Période(s) de candidature

E-candidat Platform

From 17/02/2026 to 29/03/2026

Programme

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

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				
■									

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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Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distance learning
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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	distance learning
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[UE5.2 -](#)

[Vente :](#)

[Vendre une](#)

[offre](#)

[commerciale](#)

■

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

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis
UE6.2 - Vente : Vendre une offre commerciale	5	Semestre 2	0.5	13.5	11.5				

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 - Agir en tant que responsable de l'équipe commerciale

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	c
UE5.4 - Business développement : Participer à la stratégie marketing et commerciale de l'organisation	7	Semestre 1	1.5	57	29				

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	other
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UE5.4 - Business développement : Participer à la stratégie marketing et commerciale de l'organisation

ECTS : 7

Semester: Semestre 1

Detail

Lecture: 1.5

Practical study : 29

Directed study: 57

Tutored project 29

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE6.4 -
Business
développement
: Participer à la
stratégie
marketing et
commerciale
de
l'organisation](#)

10	Semestre 2	0.5	21.5	8.5
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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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**UE6.4 - Business
développement : Participer à la
stratégie marketing et
commerciale de l'organisation**

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

BCC5 - Agir en tant que responsable 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
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[UE5.5 -
Relation
client :
Manager
la
relation
client](#)

7 Semestre
1 1.5 64 27



UE5.5 - Relation client : Manager la relation client

ECTS : 7

Semester: Semestre 1

Detail

Lecture: 1.5

Practical study : 27

Directed study: 64

Tutored project 29

Language(s) of instruction

Français

Remote teaching

non

Type of assessment

Evaluation Continue Intégrale

[UE6.5 -
Relation
client :
Manager la
relation
client](#)

10	Semestre 2	0.5	23.5	1.5
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UE6.5 - Relation client : Manager la relation client

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-business-developpement-et-management-de-la-relation-client>