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BUT1 Techniques de commercialisation

BUT (University technology degree)
Specialisation Techniques de commercialisation
Enrolment type
Formation initiale
Contrat de professionnalisation
Formation en apprentissage
Formation continue
Language(s) of instruction
French
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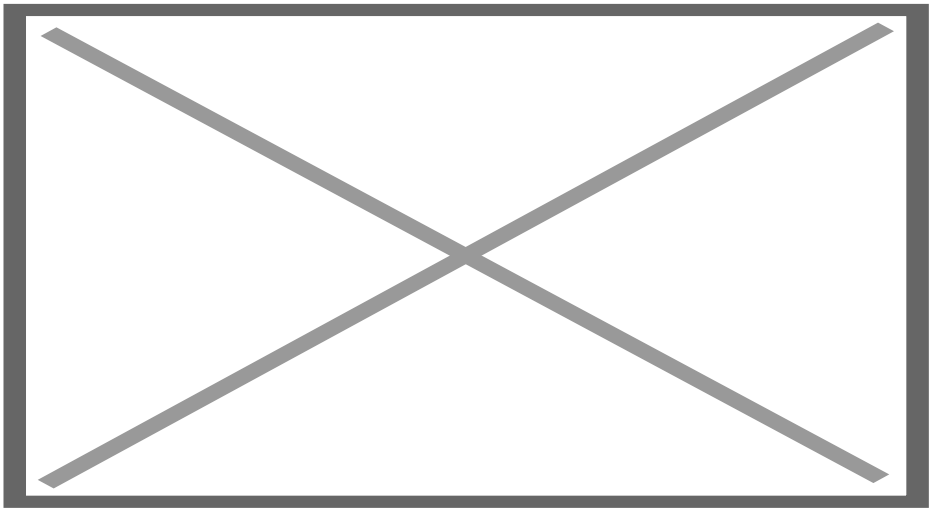

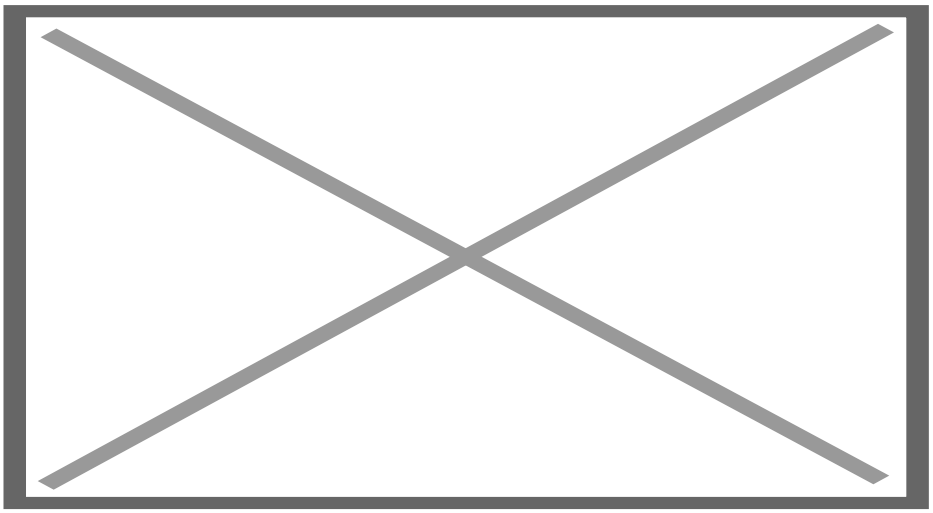

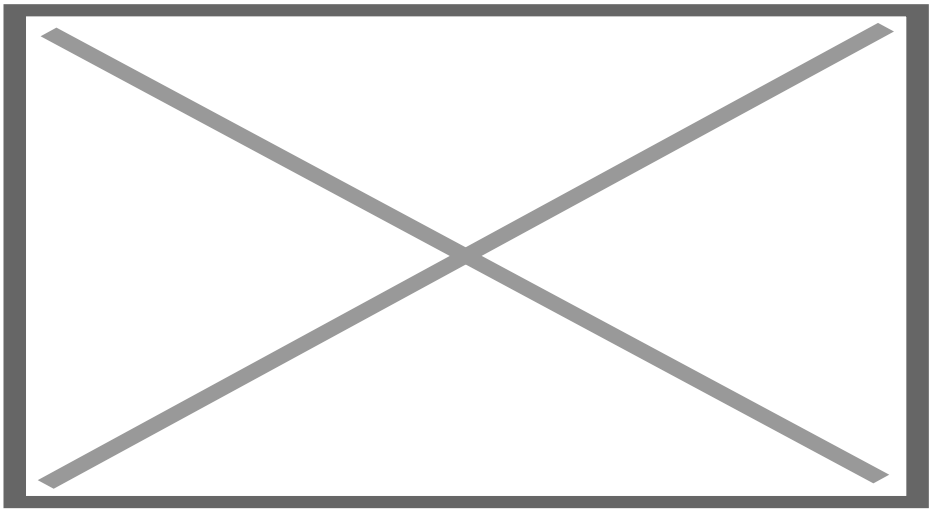

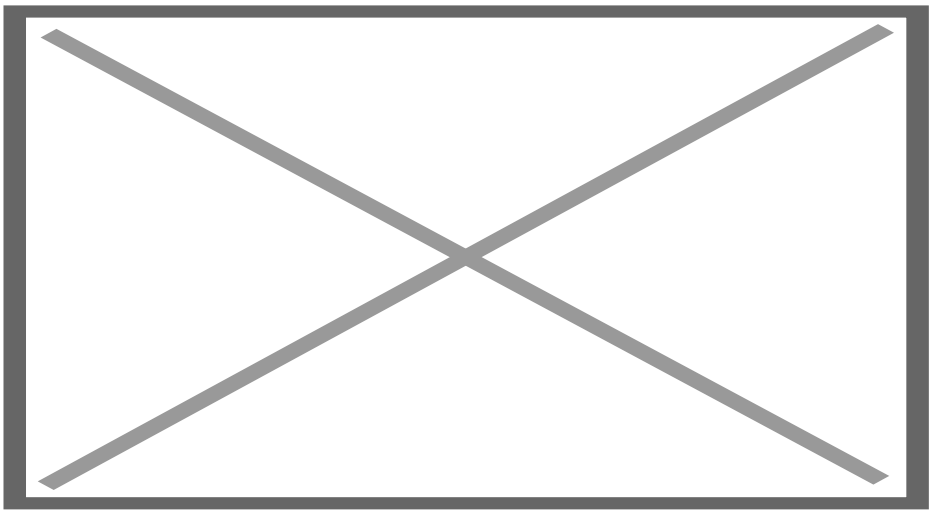

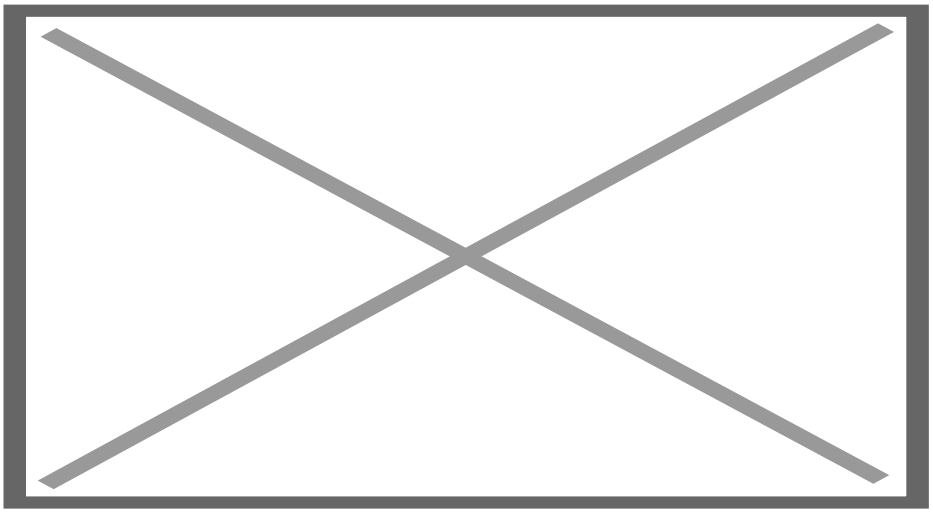

Information

- Overview
- Application requirements
- Schedule

Présentation
Admission

Capacity

Available Places

265

Période(s) de candidature

ParcourSup Platform

From January 19th to March 12th, 2026

Programme

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dista lear cou
UE1.1 - Marketing : conduire les actions marketing	11	Semestre 1	42.5	81	12.5				
Charger le détail									
UE2.1 - Marketing : conduire les actions marketing	11	Semestre 2	37	67.5	39.5				
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis lea co
UE1.2 - Vente : vendre une offre commerciale	11	Semestre 1	3.5	58	31.5				
Charger le détail									
UE2.2 - Vente : vendre une offre commerciale	11	Semestre 2	9.5	63.5	43.5				
Charger le détail									

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class

UE1.3 - Communication commerciale : communiquer l’offre commerciale	8	Semestre 1	29.5	42	33
Charger le détail					
UE2.3 - Communication commerciale : communiquer l’offre commerciale	8	Semestre 2	19	50.5	35
Charger le détail					

Teaching Location(s)

SCEAUX

Contact

- **Caroline RICHÉ**
- **Didier PERCEVAULT**

http://www.polytech.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but1-techniques-de-commercialisation