Université Paris-Saclay

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BUT2 Techniques de commercialisation - Marketing digital, e-business et entrepreneuriat

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

Télécharger la fiche détaillée

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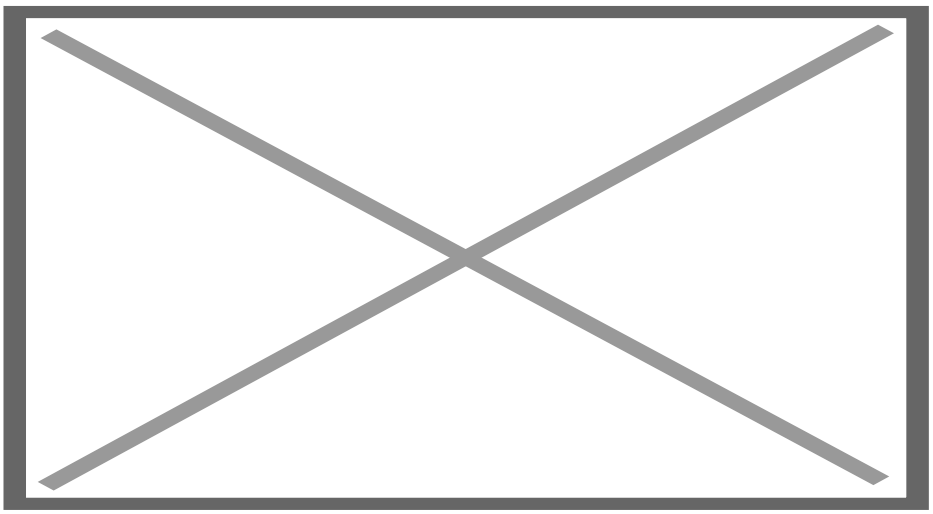

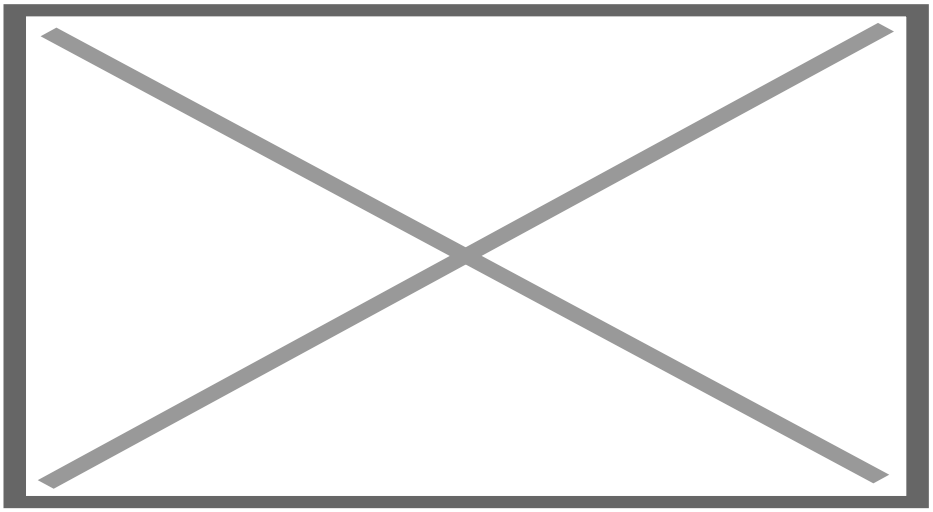

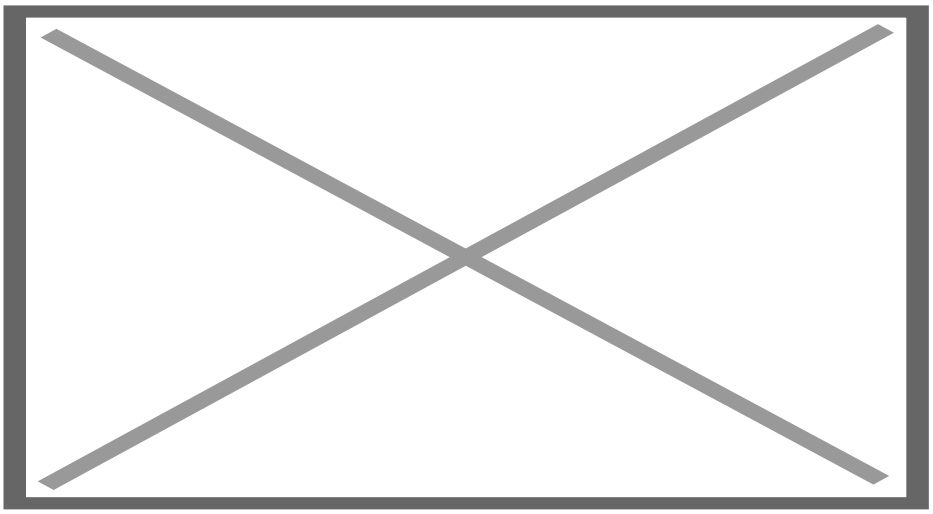

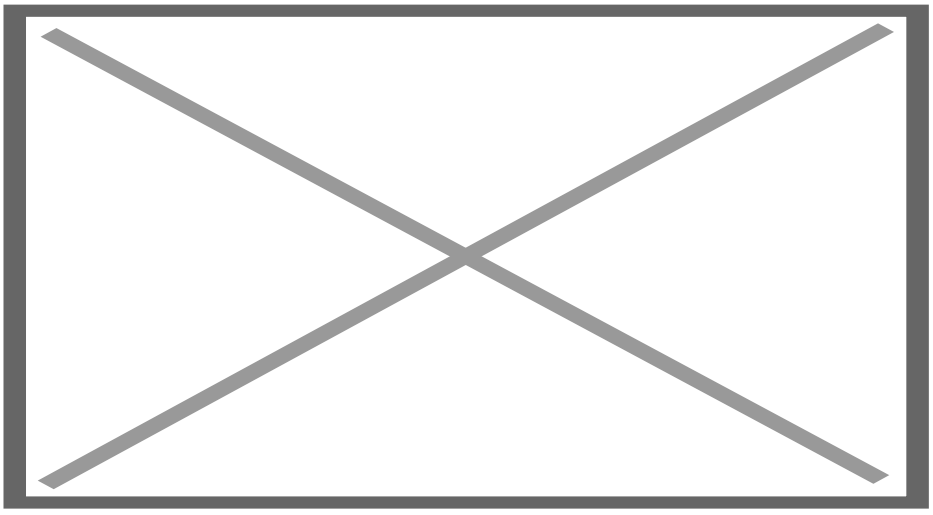

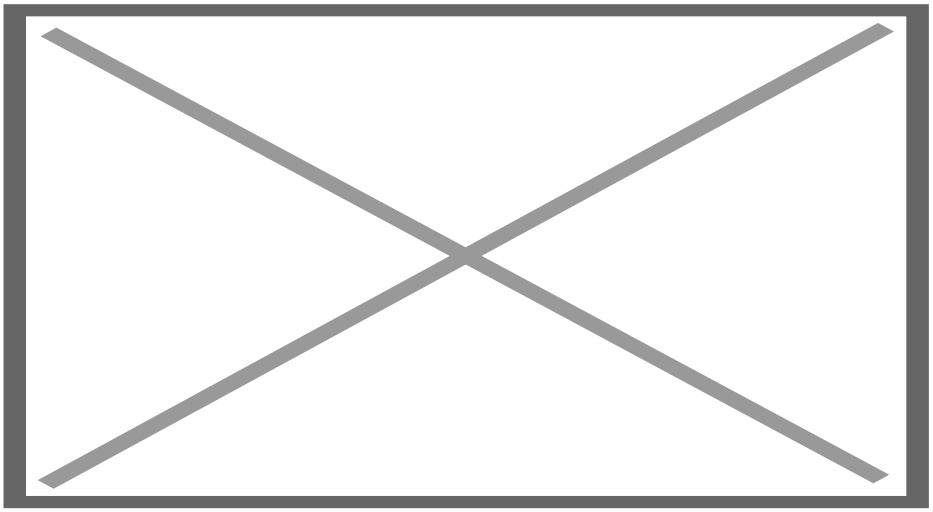

Information

- Overview
- Application requirements
- Schedule

Présentation
Admission

Capacity

Available Places

0

Période(s) de candidature

E-candidat Platform

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

Programme

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distan learn cour
UE3.1 - Marketing : Construire les actions marketing	7	Semestre 1	19	81	15				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distar learn cour
UE4.1 - Marketing : Conduire les actions marketing	6	Semestre 2	2.5	26.5	13				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis lea co
UE3.2 - Vente : Vendre une offre commerciale	7	Semestre 1	6	45.5	25				

Charger le détail

UE4.2 - Vente : Vendre une offre commerciale	6	Semestre 2	2	9.5	25				

Charger le détail

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			

Charger le détail

UE4.3 - Communication commerciale : Communiquer l'offre commerciale	6	Semestre 2	2	12	22.5			

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distar learn cour

UE3.4 - Marketing digital : Gérer une activité digitale	4	Semestre 1	2	29.5	8

Charger le détail

UE4.4 - Marketing digital : Gérer une activité digitale	6	Semestre 2	0.5	27	13.5

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
UE3.5 - E-business entrepreneuriat : Développer un projet e-business	4	Annualisé	2	29.5	7.5			

Charger le détail

UE4.5 - E-business entrepreneuriat : Développer un projet e-business	6	Semestre 2	0.5	32	18.5

Charger le détail

Contact

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

http://www.polytech.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but2-techniques-de-commercialisation-marketing-digital-e-business-et-entrepreneuriat