Université Paris-Saclay

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BUT2 Techniques de commercialisation - Stratégie de marque et événementiel

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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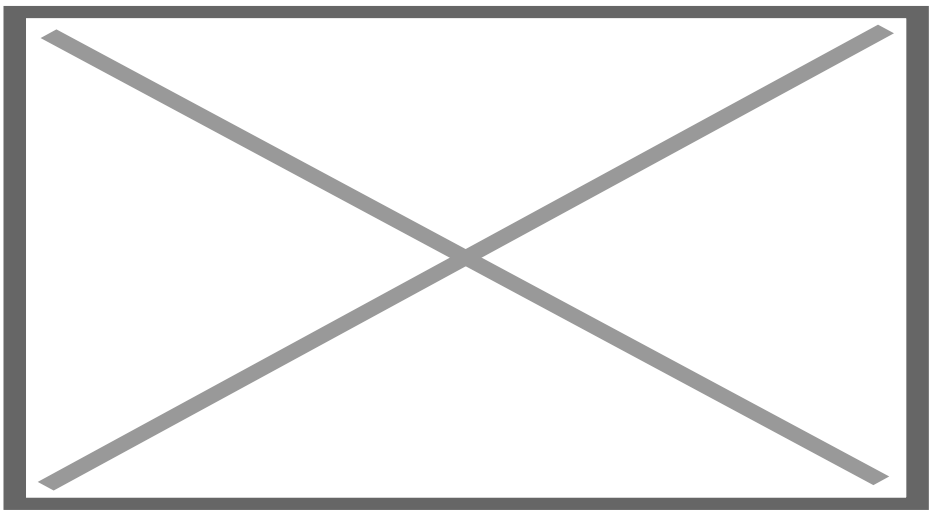

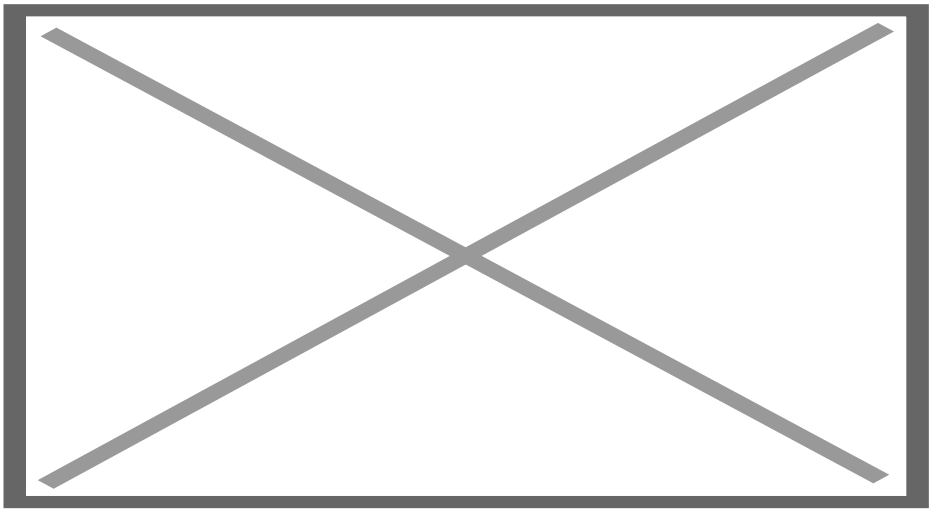

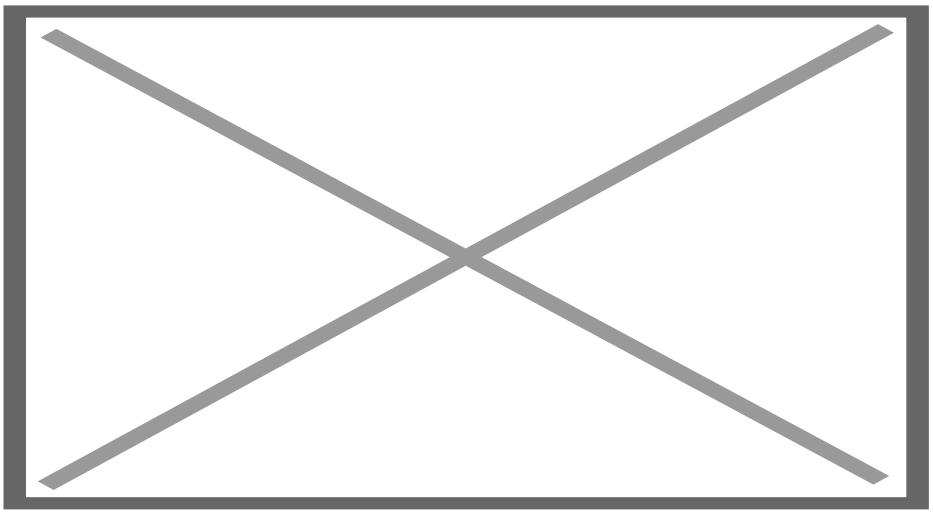

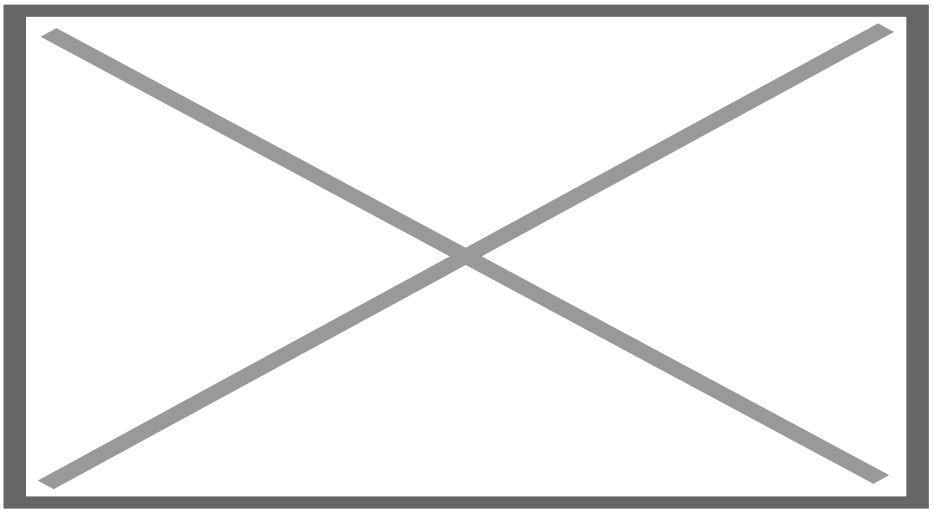

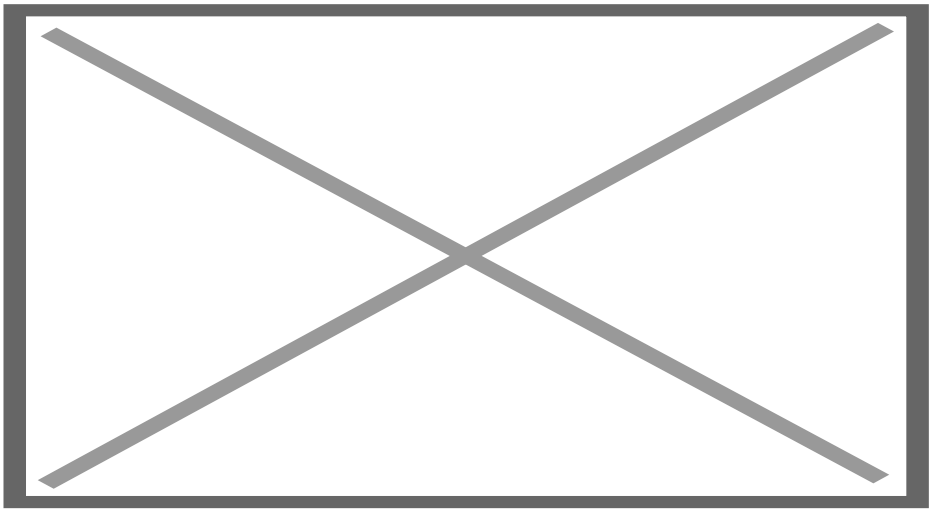

Information

- Overview
- Application requirements
- Schedule

Présentation
Admission

Capacity

Available Places

0
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 Charger le détail	7	Semestre 1	19	81	15				
UE4.1 - Marketing : Conduire les actions marketing Charger le détail	6	Semestre 2	2.5	26.5	13				

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

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

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
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	distan learni cour
UE3.4 - Branding : Élaborer l'identité d'une marque	4	Semestre 1	2	29.5	8				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distan learni cour
UE4.4 - Branding : Élaborer l'identité d'une marque	6	Annualisé	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	di le c
UE3.5 - Événementiel - Manager un projet événementiel	4	Semestre 1	2	27.5	3				

Charger le détail

UE4.5 - Événementiel : Manager un projet événementiel	6	Semestre 2	0.5	42	13.5				

Charger le détail

Teaching Location(s)

SCEAUX

Contact

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

http://www.polytech.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but2-techniques-de-commercialisation-strategie-de-marque-et-evenementiel