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

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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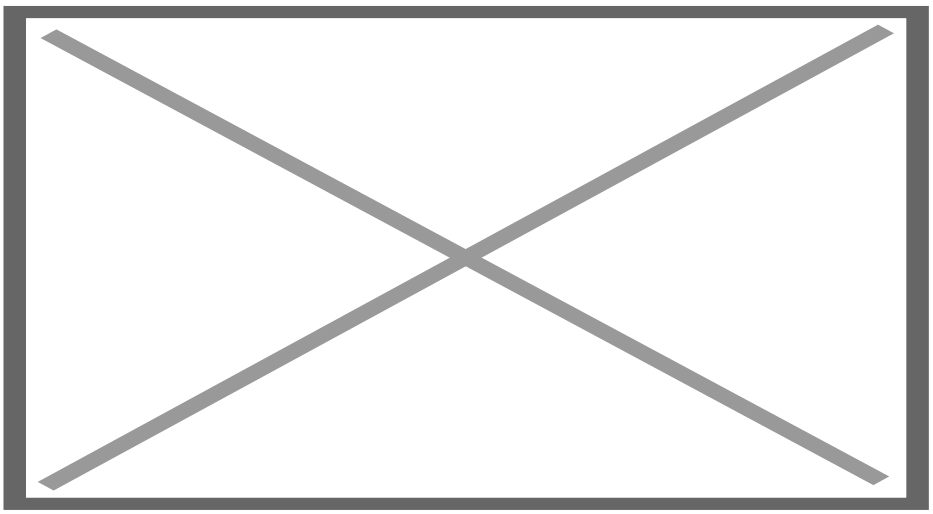

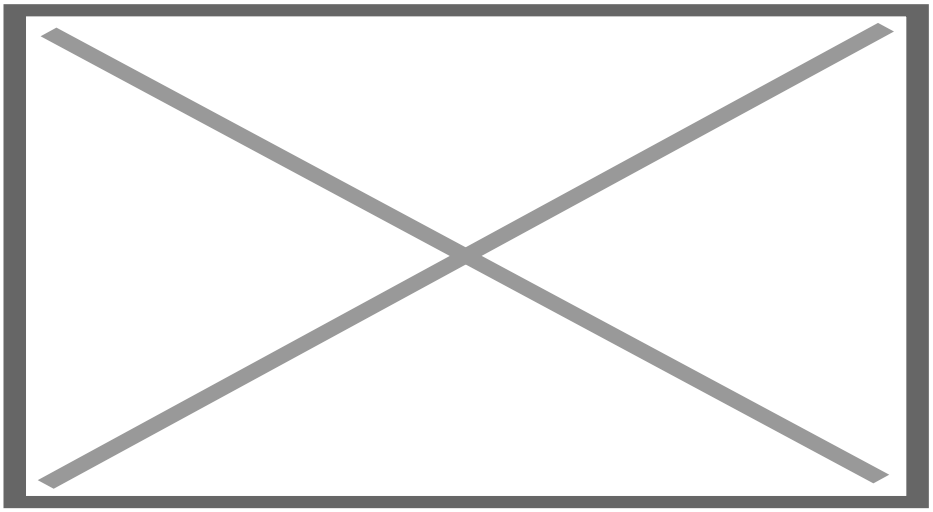

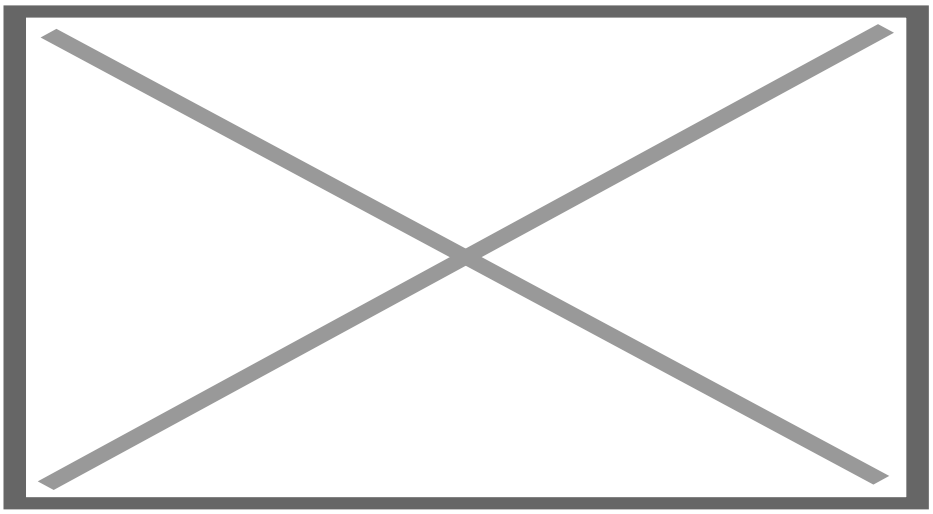

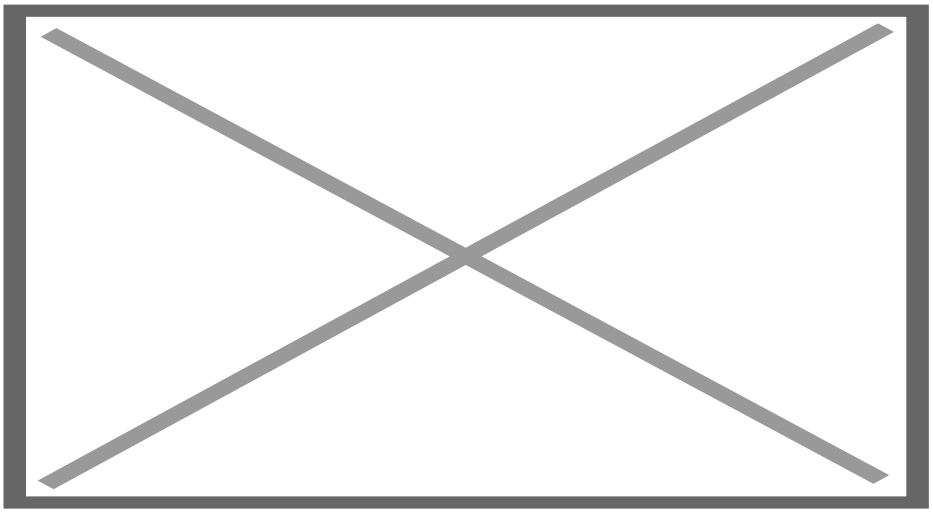

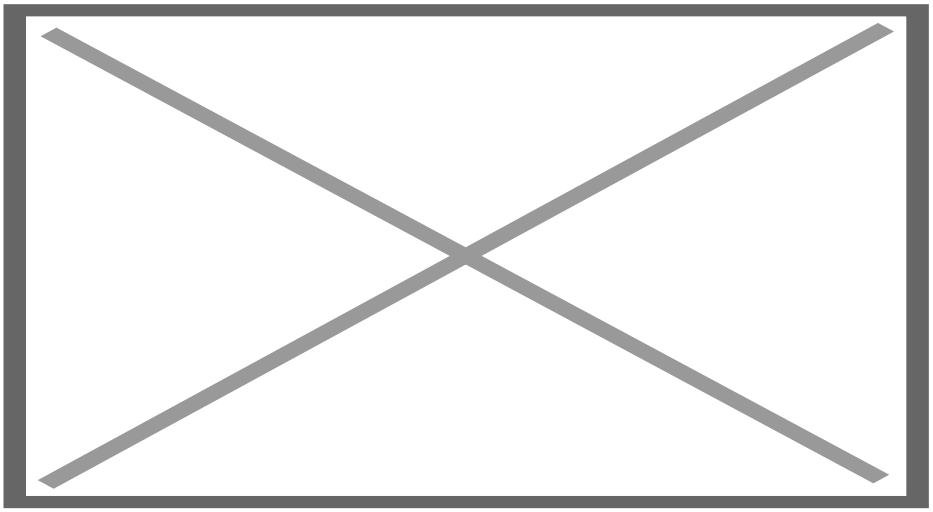

Information

- Overview
- Application requirements
- Schedule

Présentation
Admission

Capacity

Available Places

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
UE5.1 - Marketing : Conduire les actions marketing	8	Semestre 1	2	77	15.5				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distan learn cour
UE6.1 - Marketing : Conduire les actions marketing	5	Semestre 2	3.5	20.5	1.5				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	dis lea co
UE5.2 - Vente : Vendre une offre commerciale	8	Semestre 1	5	57	17.5				

Charger le détail

UE6.2 - Vente : Vendre une offre commerciale	5	Semestre 2	0.5	13.5	11.5				

Charger le détail

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				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	
UE6.4 - Business développement : Participer à la stratégie marketing et commerciale de l'organisation	10	Semestre 2	0.5	21.5	8.5				

Charger le détail

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distanc learni cours
UE5.5 - Relation client : Manager la relation client	7	Semestre 1	1.5	64	27				

Charger le détail

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

Charger le détail

Contact

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

http://www.polytech.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but3-techniques-de-commercialisation-business-developpement-et-management-de-la-relation-client