Université Paris-Saclay

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BUT2 Techniques de commercialisation - Stratégie de marque et événementiel

BUT (University technology degree)

Specialisation Techniques de commercialisation

Language(s) of instruction

French

Télécharger la fiche détaillée

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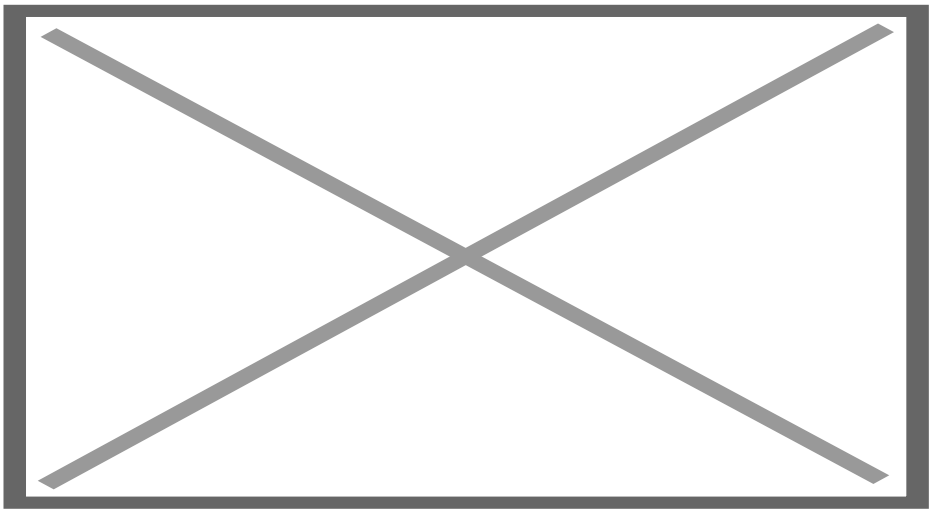

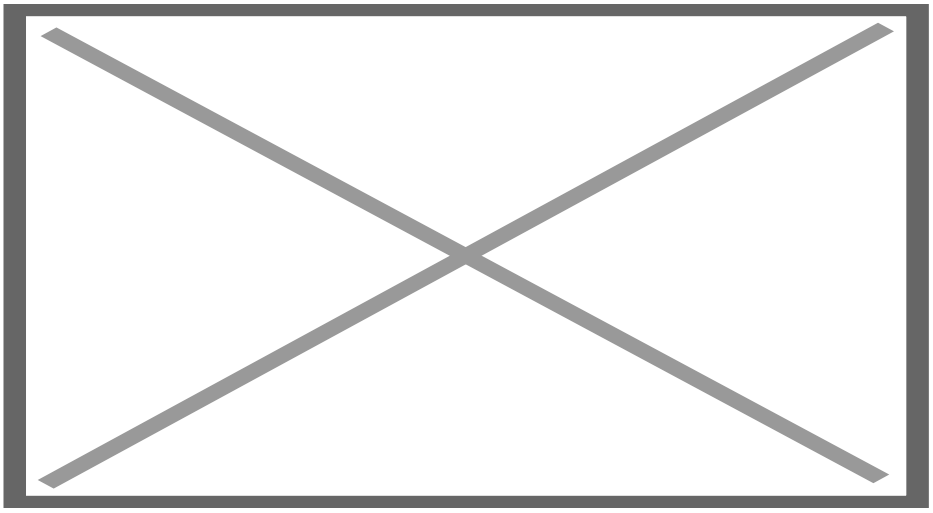

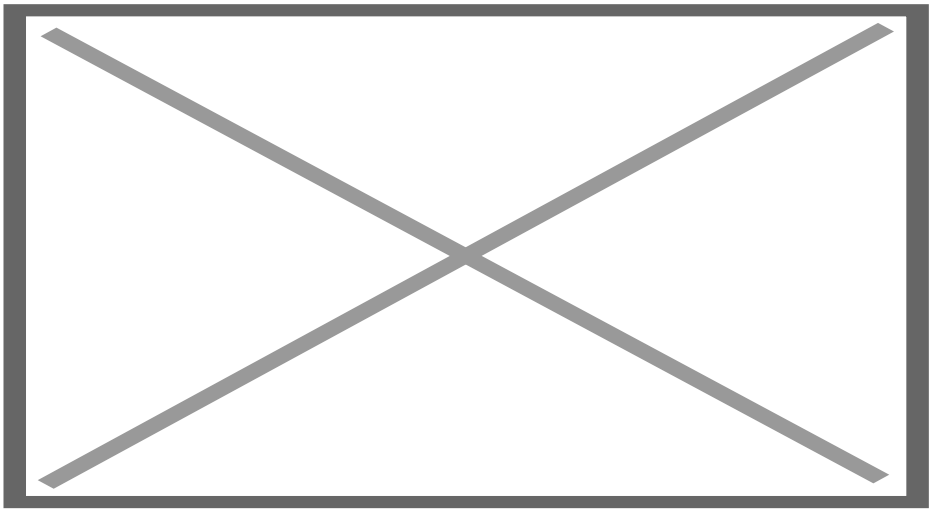

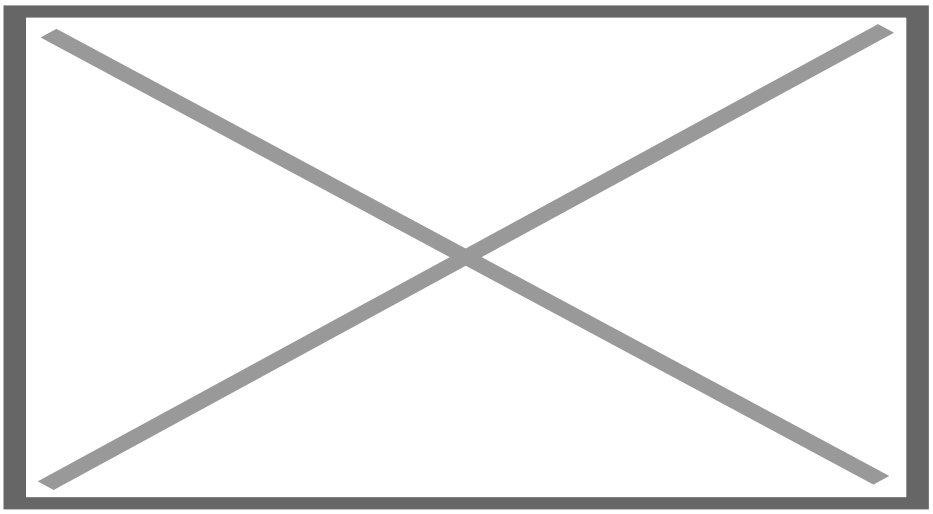

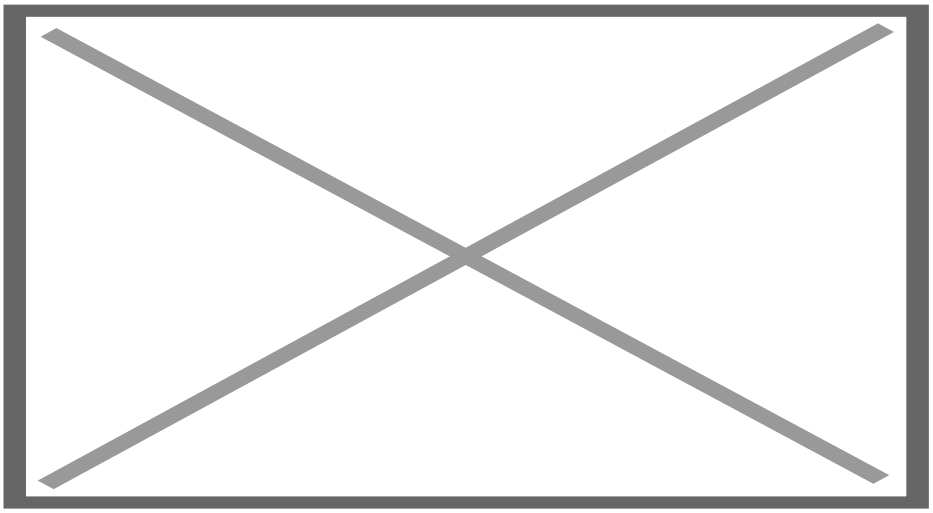

Information

- Application requirements
- Schedule

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	7	Semestre 1	19	81	15				
Charger le détail									
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			
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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			

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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				

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UE4.4 - Branding : Élaborer l'identité d'une marque	6	Annualisé	0.5	27	13.5				

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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				

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

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Teaching Location(s)

SCEAUX

Contact

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

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