Université Paris-Saclay

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# BUT1 Techniques de commercialisation

BUT (University technology degree)

Specialisation Techniques de commercialisation

Language(s) of instruction

French

Télécharger la fiche détaillée

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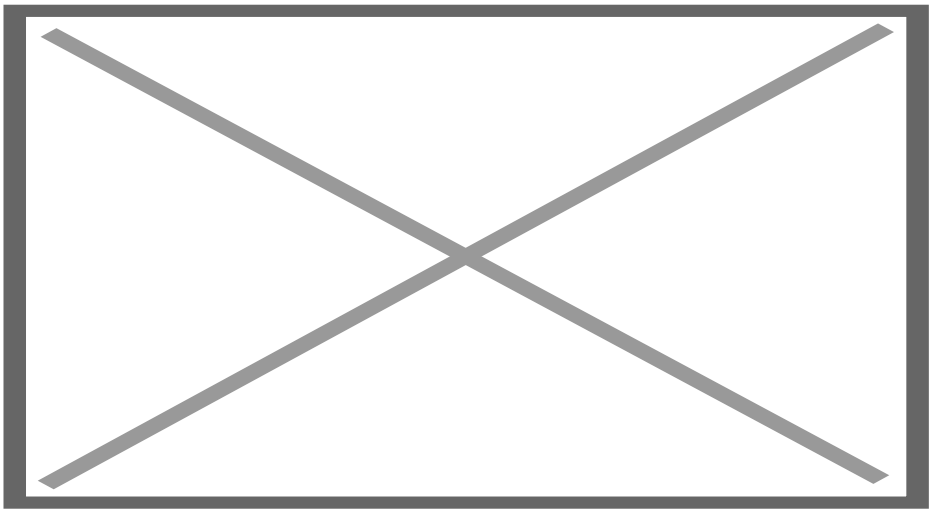

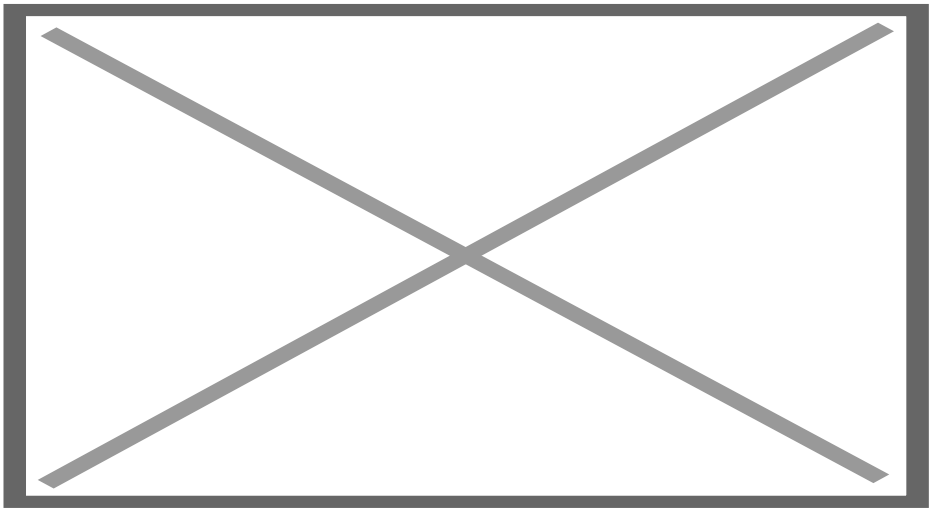

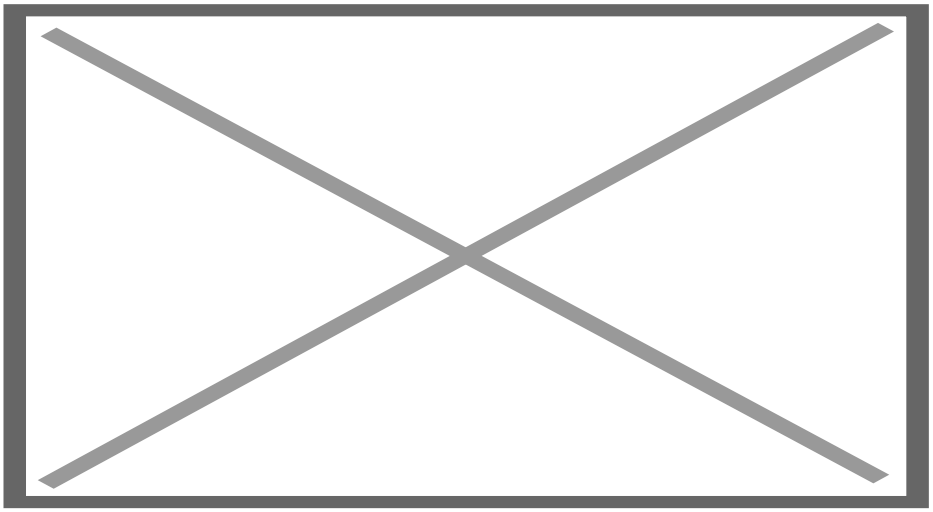

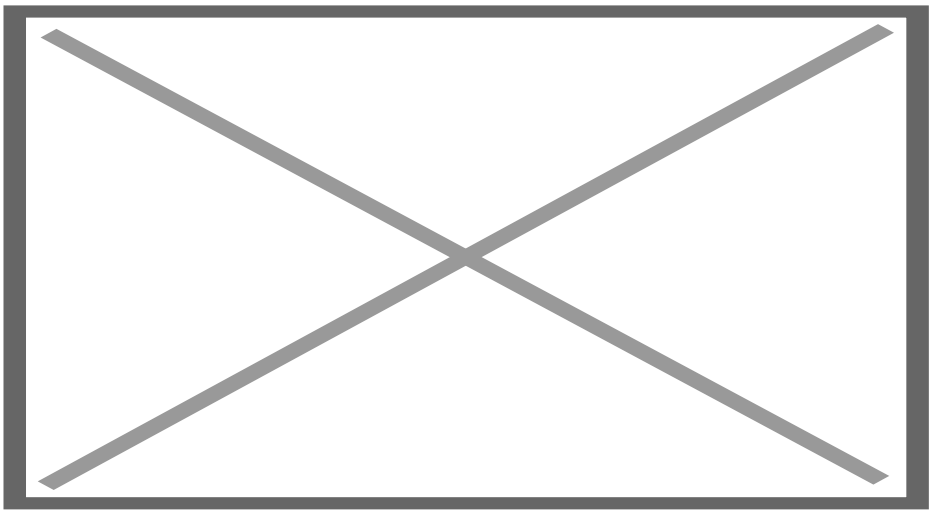

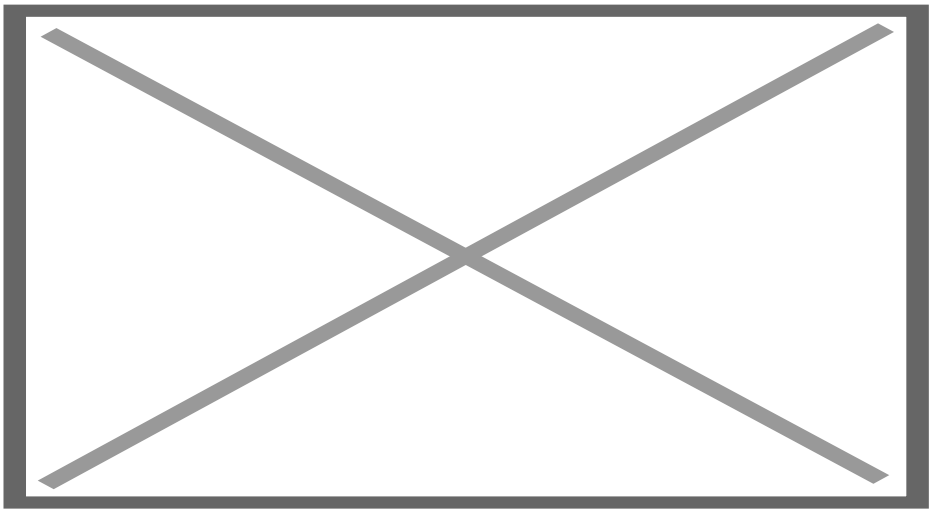

## Information

- Application requirements
- Schedule

Admission

## Capacity

### Available Places

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<br>Charger le détail | 8 | Semestre 1 | 29.5 | 42 | 33 |
| UE2.3 - Communication commerciale : communiquer l'offre commerciale<br>Charger le détail | 8 | Semestre 2 | 19 | 50.5 | 35 |

## Teaching Location(s)

SCEAUX

## Contact

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

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