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

Language(s) of instruction

French

Télécharger la fiche détaillée

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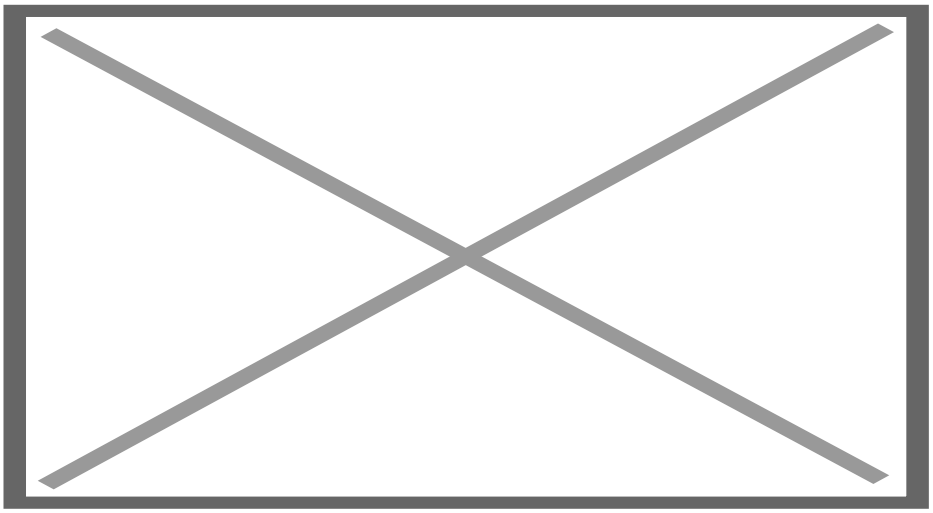

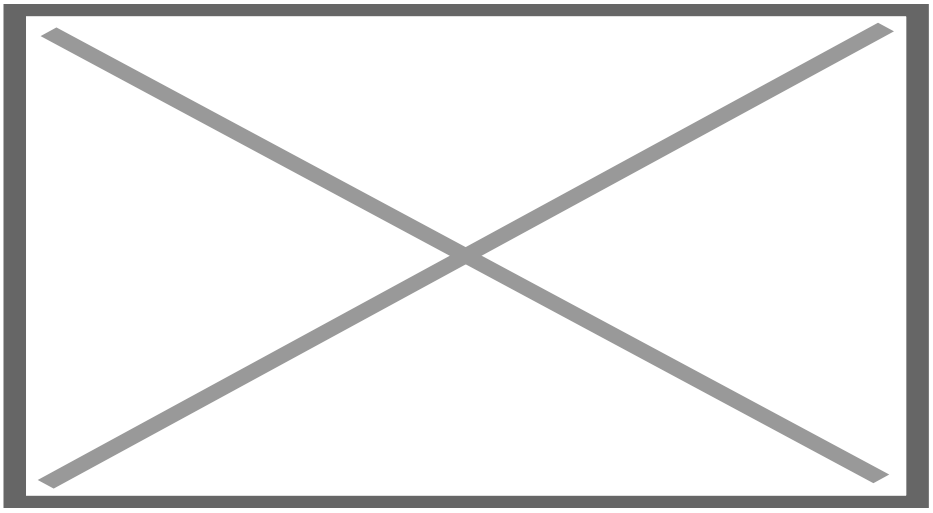

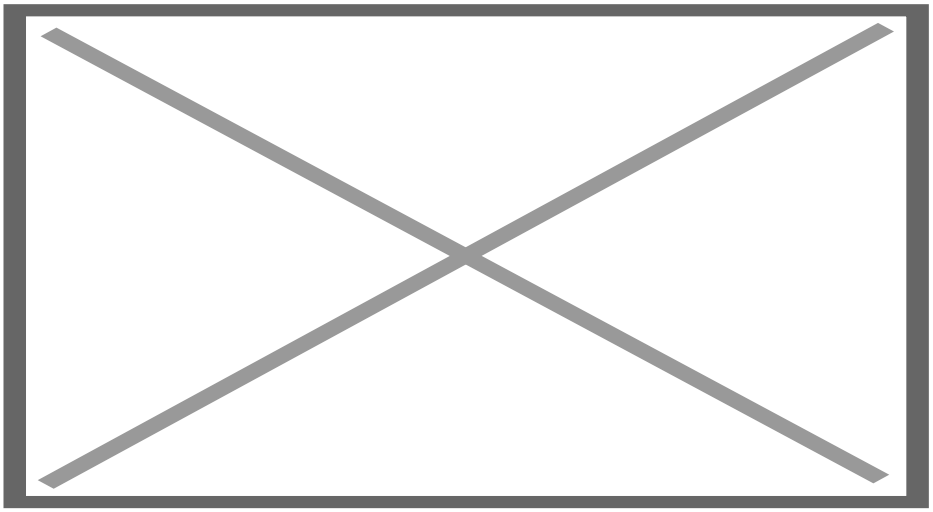

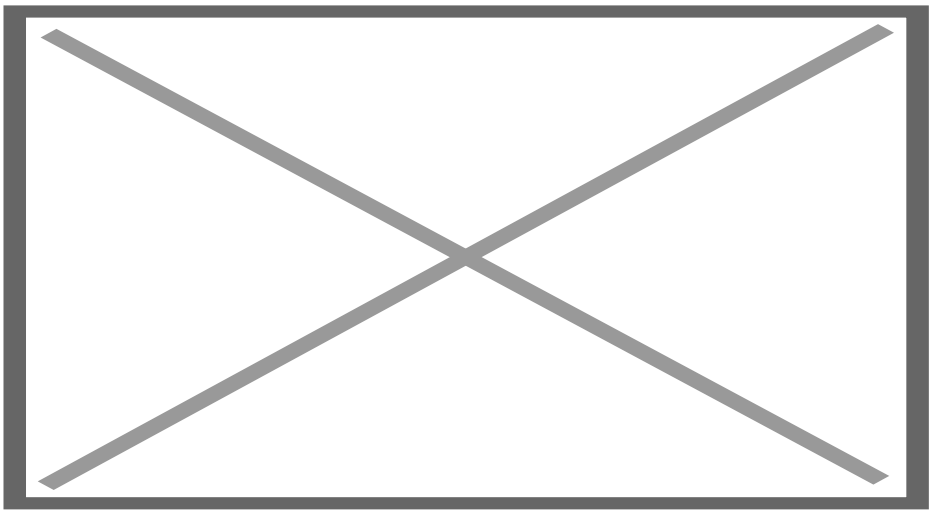

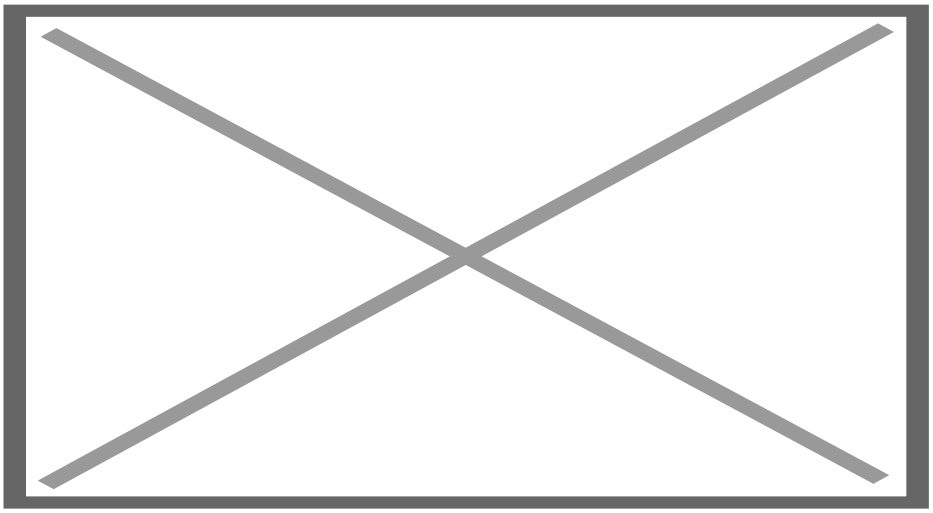

Information

- Application requirements
- Schedule

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 cou
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 Charger le détail	7	Semestre 1	6	45.5	25				
UE4.2 - Vente : Vendre une offre commerciale Charger le détail	6	Semestre 2	2	9.5	25				

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					

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Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distan learn cour
UE3.4 - Marketing digital : Gérer une activité digitale	4	Semestre 1	2	29.5	8				

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UE4.4 - Marketing digital : Gérer une activité digitale	6	Semestre 2	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
UE3.5 - E-business entrepreneuriat : Développer un projet e-business	4	Annualisé	2	29.5	7.5			

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Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class
UE4.5 - E-business entrepreneuriat : Développer un projet e-business	6	Semestre 2	0.5	32	18.5			

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Contact

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

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