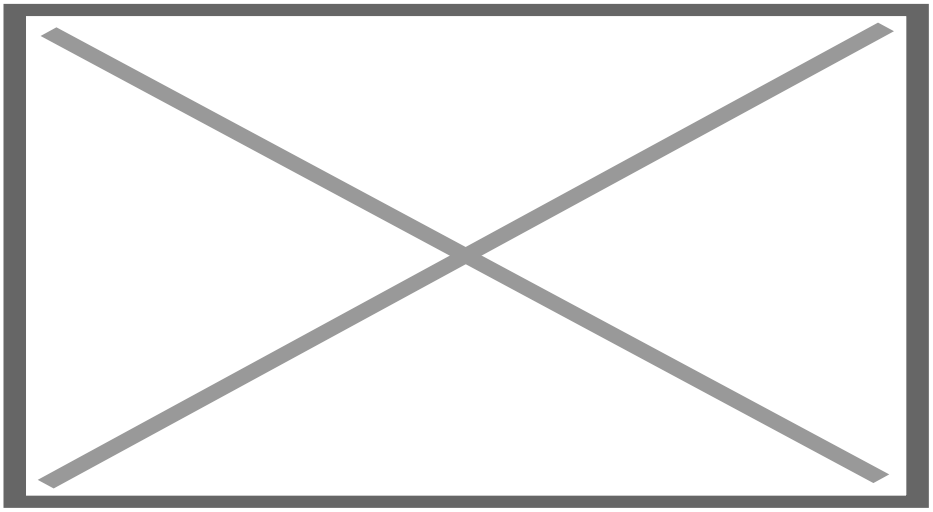
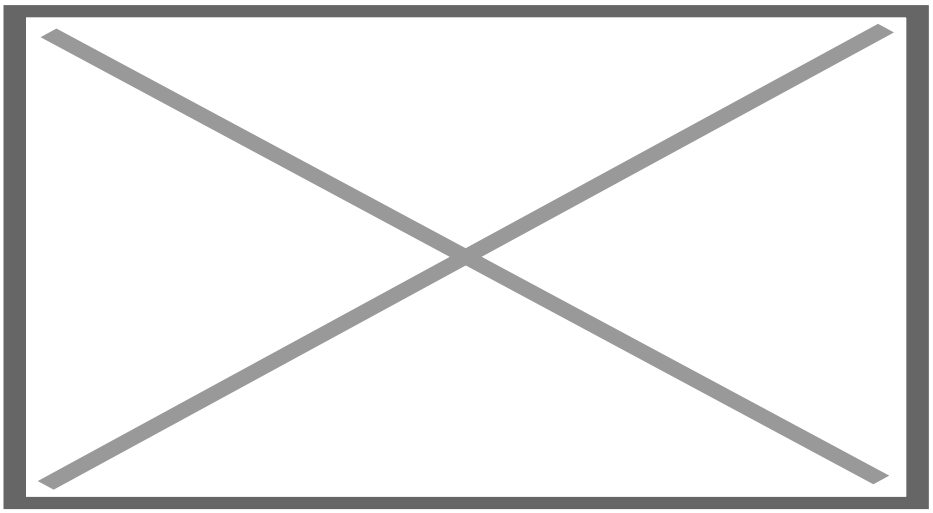
Université Paris-Saclay
Share

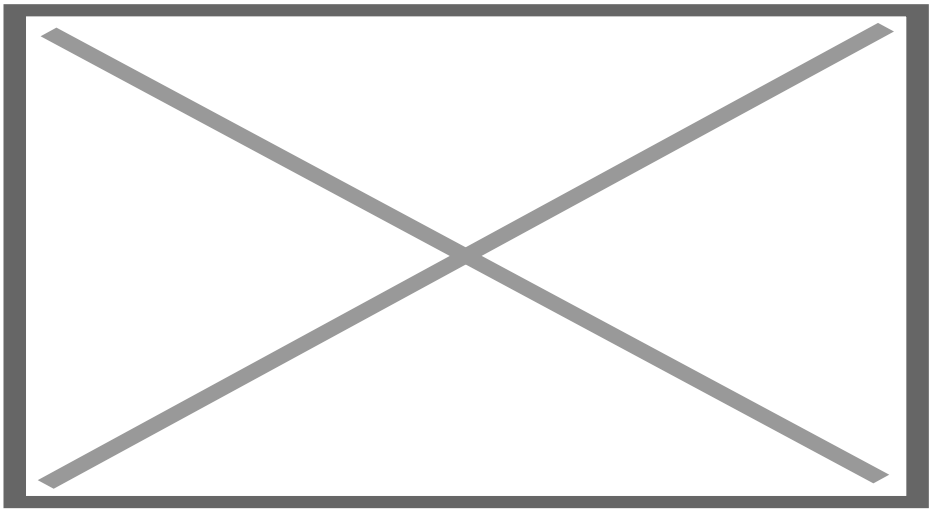
Email destinataire :
Vous devez renseigner un email valide
Envoyer
Une erreur est survenue. Merci de réessayer ultérieurement
Le mail de partage a bien été envoyé.
Add to Compare

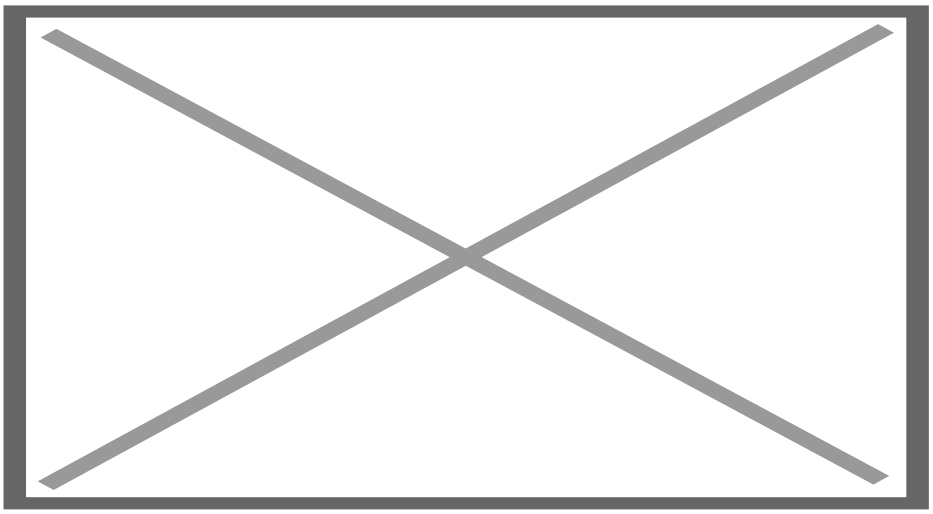
BUT1 Techniques de commercialisation

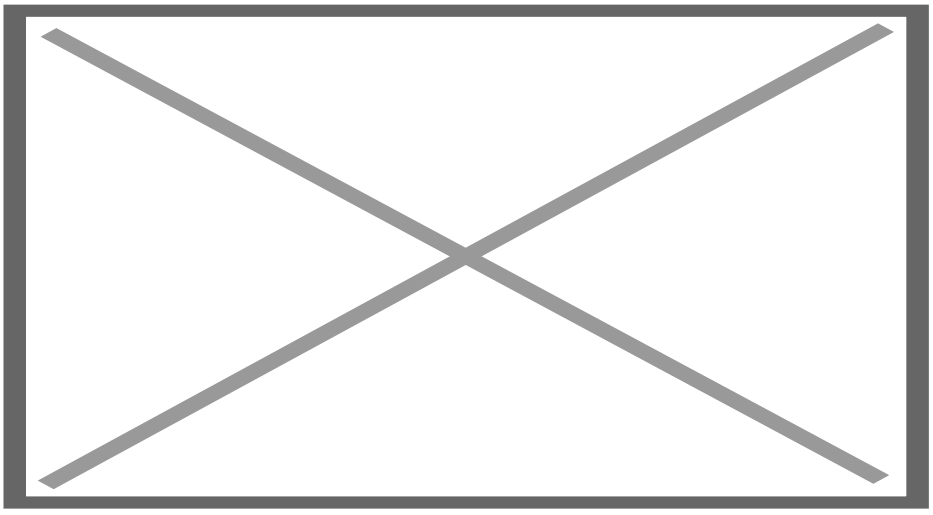
BUT (University technology degree)
Specialisation Techniques de commercialisation
Enrolment type
Formation initiale
Contrat de professionnalisation
Formation en apprentissage
Formation continue
Language(s) of instruction
French
Télécharger la fiche détaillée
Apply Now











Information

- Overview
- Application requirements
- Schedule

Présentation
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 Charger le détail	8	Semestre 1	29.5	42	33
UE2.3 - Communication commerciale : communiquer l’offre commerciale Charger le détail	8	Semestre 2	19	50.5	35

Teaching Location(s)

SCEAUX

Contact

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

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