Université Paris-Saclay

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BUT3 Techniques de commercialisation : Marketing digital, e-business et entrepreneuriat

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

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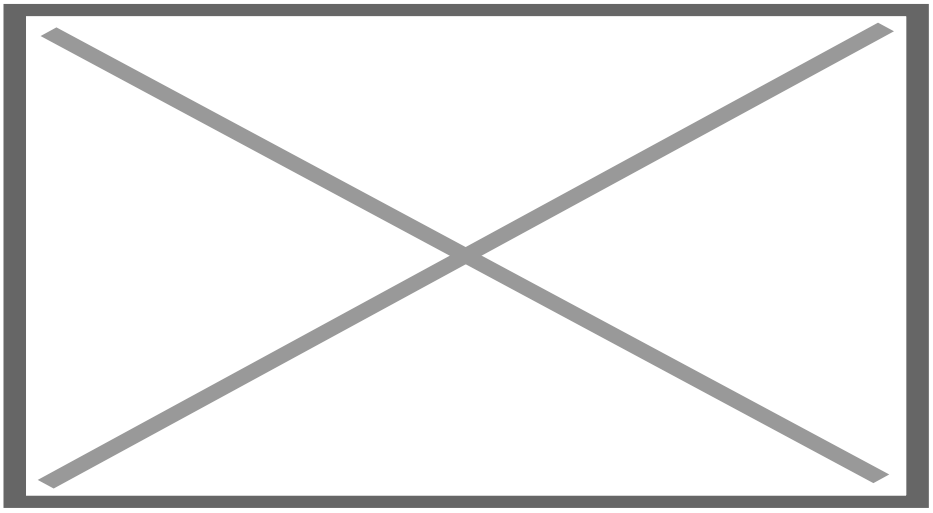

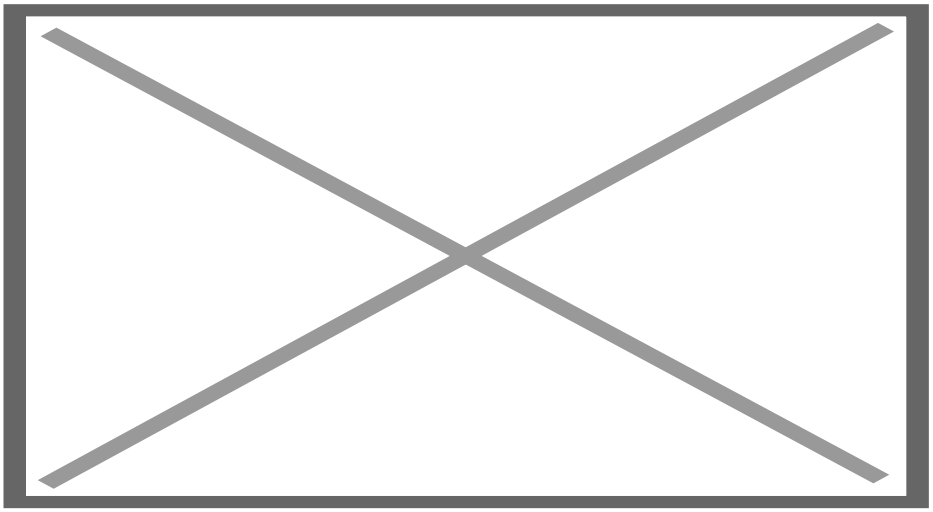

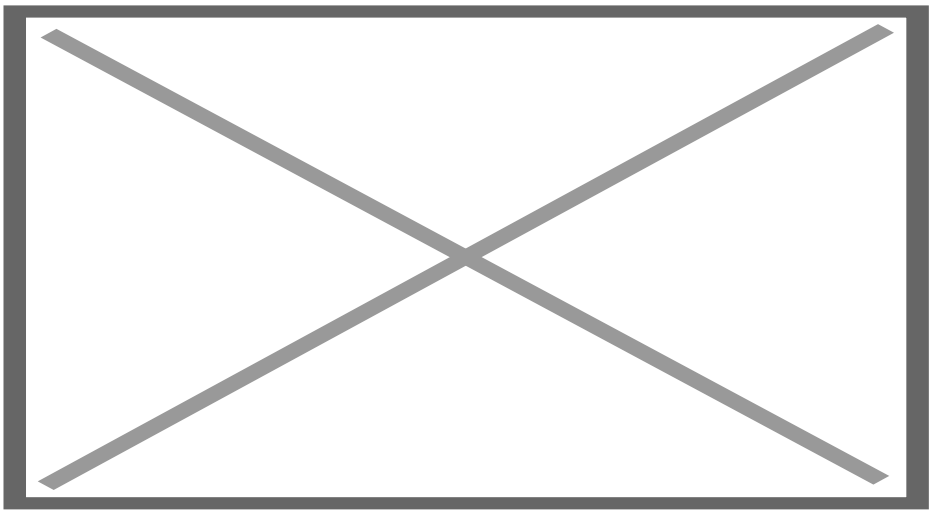

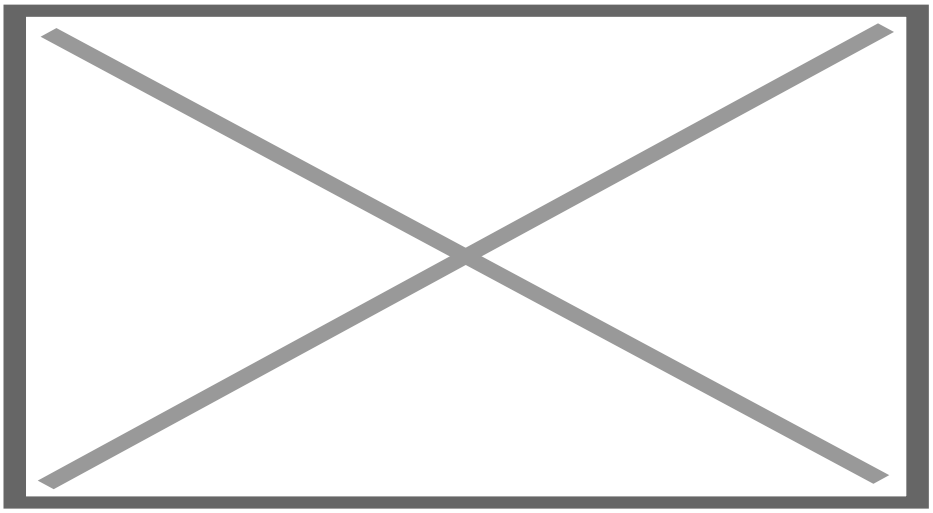

Information

- Overview
- Application requirements
- Schedule

Présentation
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
UE5.1 - Marketing : Conduire les actions marketing Charger le détail	8	Semestre 1	2	77	15.5				
UE6.1 - Marketing : Conduire les actions marketing Charger le détail	5	Semestre 2	3.5	20.5	1.5				

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 Charger le détail	8	Semestre 1	5	57	17.5				
UE6.2 - Vente : Vendre une offre commerciale Charger le détail	5	Semestre 2	0.5	13.5	11.5				

Subjects	ECTS	Semester	Lecture	directed study	practical class	Lecture/directed study	Lecture/practical class	directed study/practical class	distan learn cour

UE5.4 - Marketing digital : Gérer une activité digitale	7	Semestre 1	1.5	66	33

Charger le détail

UE6.4 - Marketing digital : Gérer une activité digitale	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
UE5.5 - E-business et entrepreneuriat - Développer un projet e-business	7	Semestre 1	1.5	56	21			

Charger le détail

UE6.5 - E-business et entrepreneuriat - Développer un projet e-business	10	Semestre 2	0.5	23.5	1.5

Charger le détail

Contact

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

http://www.medecine.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but3-techniques-de-commercialisation-marketing-digital-e-business-et-entrepreneuriat