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

Enrolment type

Formation initiale

Contrat de professionnalisation

Formation en apprentissage

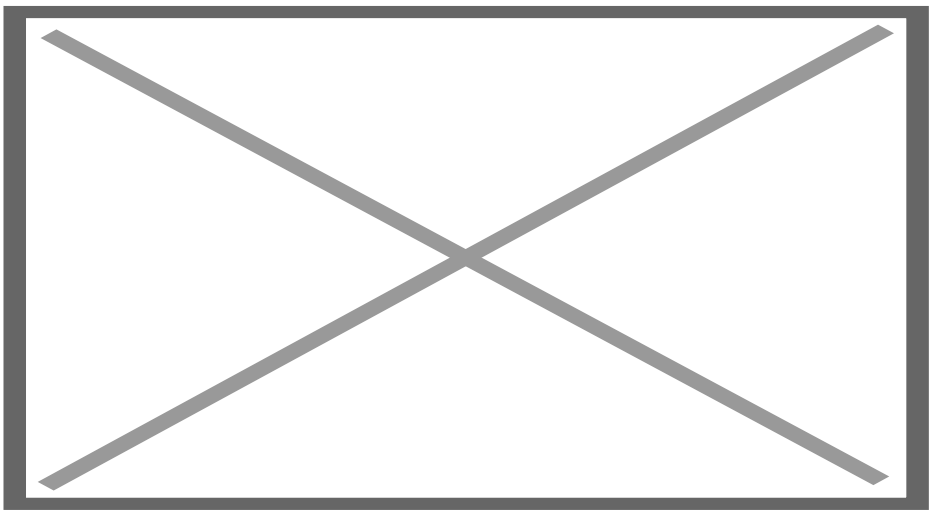
Formation continue

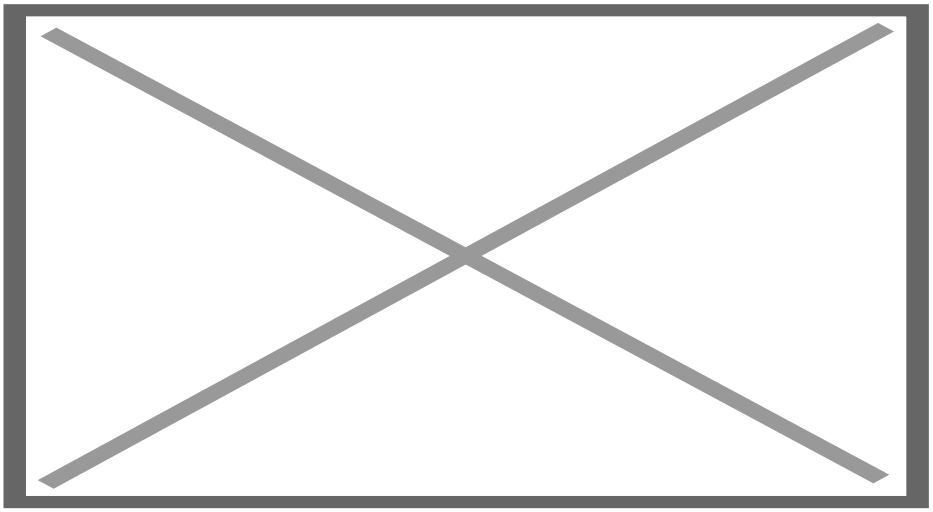
Language(s) of instruction

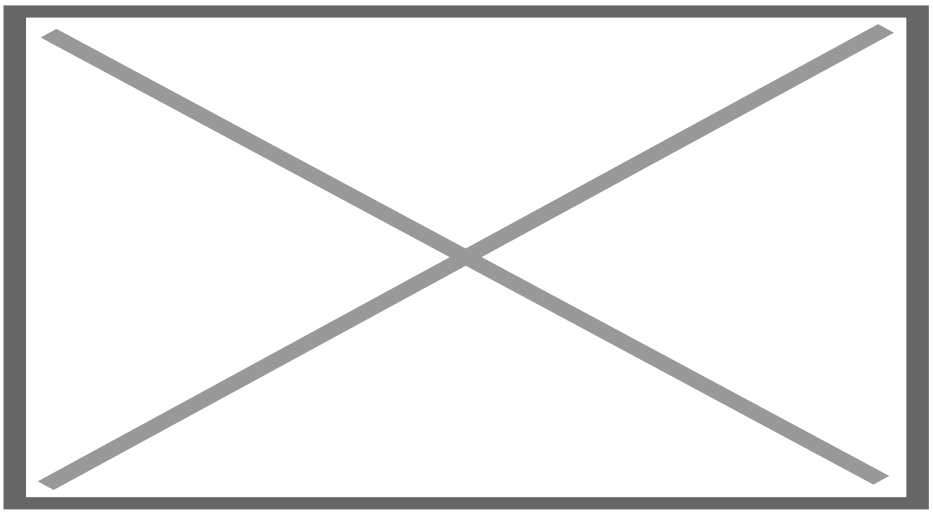
French

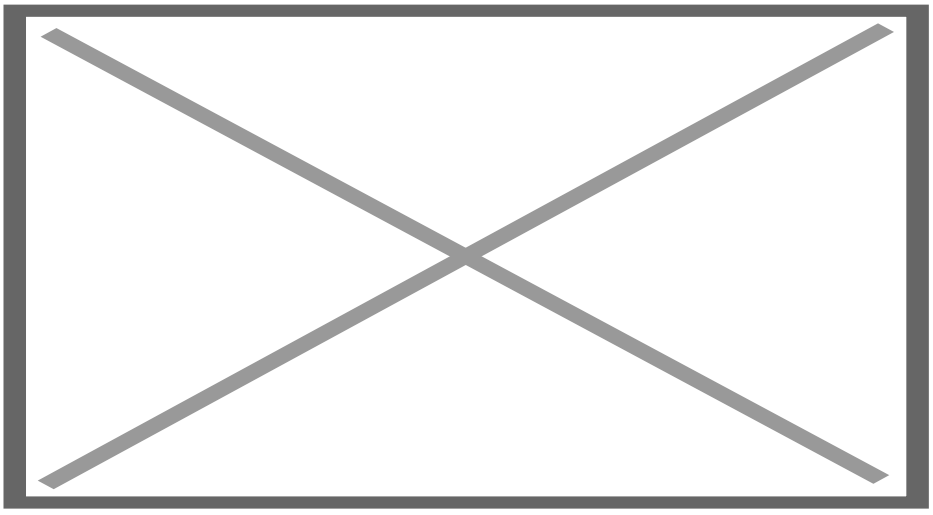
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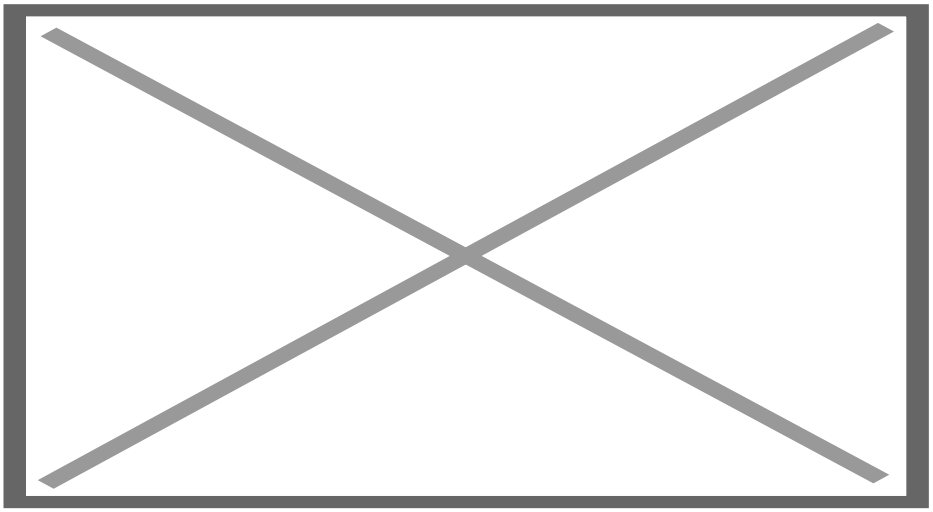
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# Information

- Overview
- Application requirements
- Schedule

Présentation
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 cour |
|---|---|---|---|---|---|---|---|---|---|
| UE3.1 - Marketing : Construire les actions marketing | 7 | Semestre 1 | 19 | 81 | 15 | | | | |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class | distar learn cour |
|---|---|---|---|---|---|---|---|---|---|
| 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 | | | |

Charger le détail

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| UE4.3 - Communication commerciale : Communiquer l'offre commerciale | 6 | Semestre 2 | 2 | 12 | 22.5 | | | |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class | distar learn cour |
|---|---|---|---|---|---|---|---|---|---|

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| UE3.4 - Marketing digital : Gérer une activité digitale | 4 | Semestre 1 | 2 | 29.5 | 8 | | | | |
| Charger le détail | | | | | | | | | |
| UE4.4 - Marketing digital : Gérer une activité digitale | 6 | Semestre 2 | 0.5 | 27 | 13.5 | | | | |
| Charger le détail | | | | | | | | | |

| 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 | | | |
| Charger le détail | | | | | | | | |
| UE4.5 - E-business entrepreneuriat : Développer un projet e-business | 6 | Semestre 2 | 0.5 | 32 | 18.5 | | | |
| Charger le détail | | | | | | | | |

# Contact

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

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