Université Paris-Saclay

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# BUT3 Marketing techniques - International Business: purchasing and sales

BUT (University technology degree)
Specialisation Techniques de commercialisation
Enrolment type
Formation initiale
Contrat de professionnalisation
Formation en apprentissage
Formation continue
Language(s) of instruction
German
English
Spanish
French

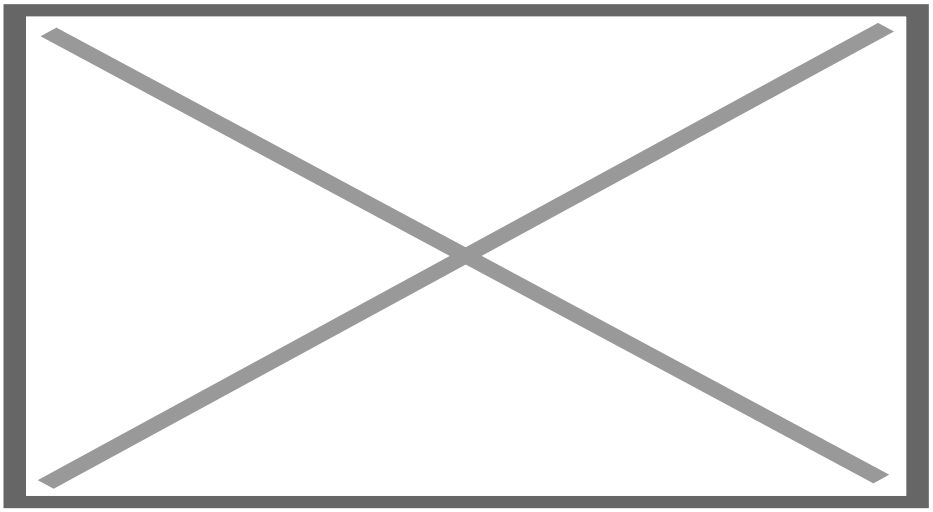
The Bachelor of Technology in Marketing Techniques (BUT CT) is a three-year technological program that combines theoretical knowledge and professional skills through a truly professional university program. The program focuses on understanding increasingly complex markets and constantly evolving marketing techniques.

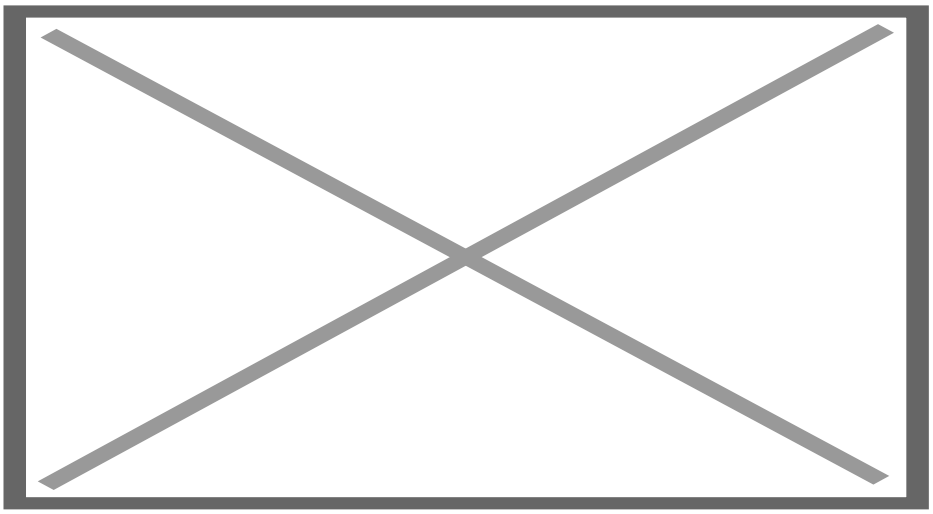
The BUT TC (Bachelor of Technology in Marketing Techniques) is a three-year degree (180 ECTS equivalent) combining academic training and professional development. It is organized over six semesters (three years), including lectures, tutorials, practical work, supervised projects, and an internship (22–26 weeks of the program). Work-study programs are available from the first year of the BUT.

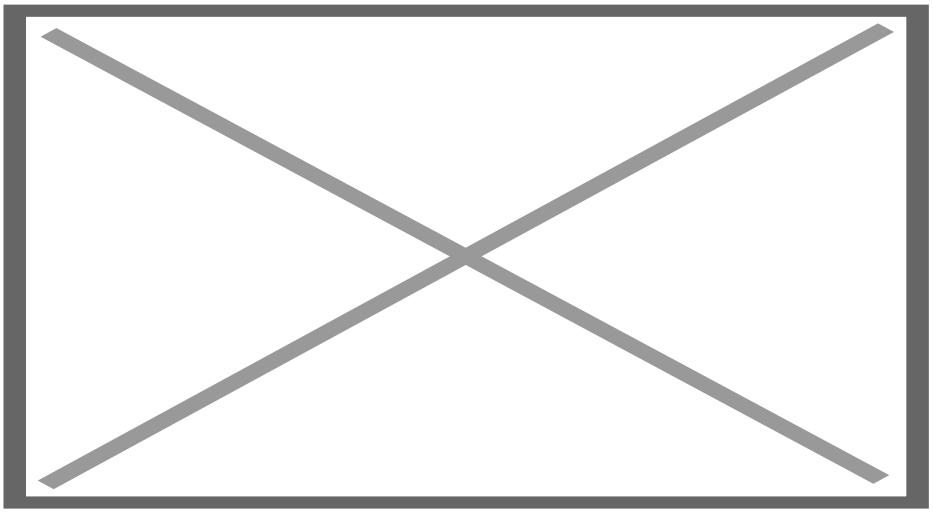
Paths from the second year (initial training and work-study programs):

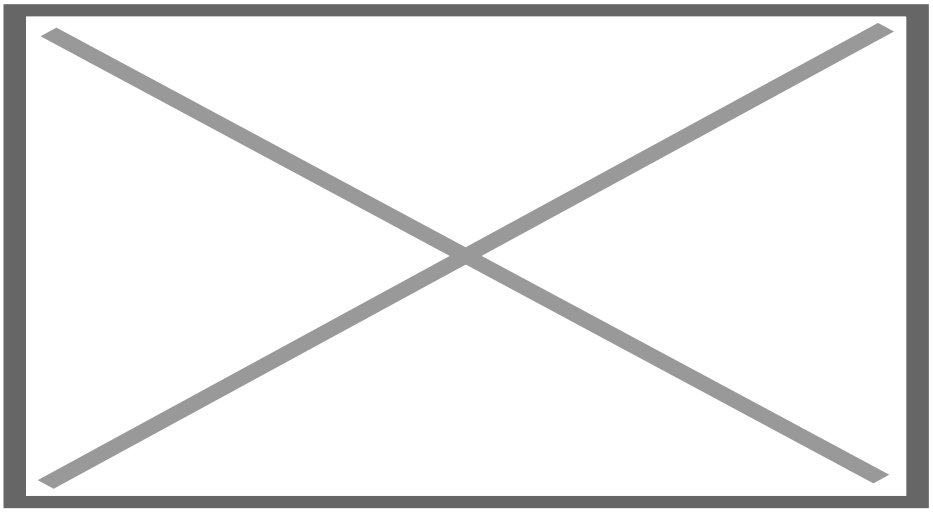
- Digital Marketing, e-business, and Entrepreneurship (MDEE)
- International Business: Purchasing and Sales (BI)
- Marketing and Point-of-Sale Management (MMPV)
- Business Development and Customer Relationship Management (BDMRC)
- Brand Strategy and Events (SME)

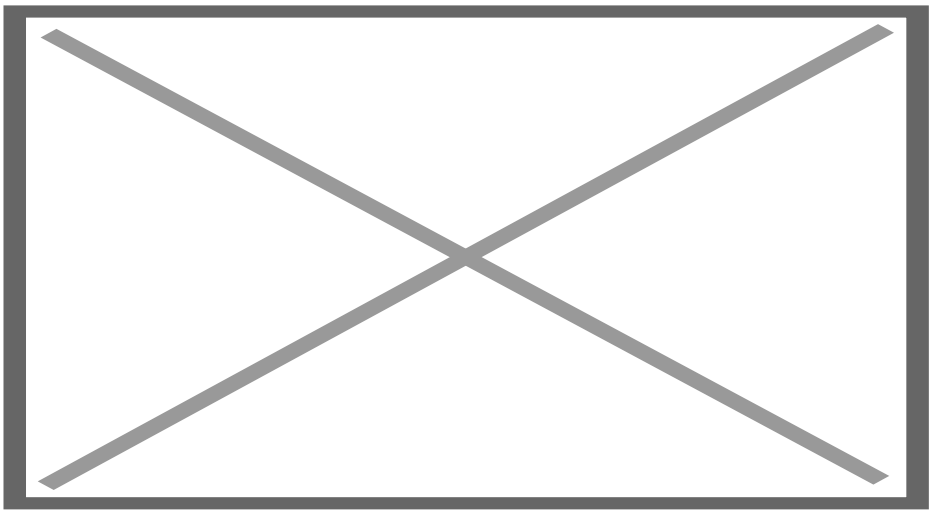
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# Information

- Overview
- Application requirements
- Schedule

Présentation

# Skills

**Digital marketing, e-business and entrepreneurship:** *pilot and manage digital activities  * develop a digital business project leading to the creation of a start-up / e-business project **International business: procurement and sales**.  * evaluate the international environment and select the most suitable markets for internationalisation * buy and negotiate with a view to taking the company international * adapt your offering to foreign markets **Marketing and point-of-sale management** *manage a sales team in a sales area * guide the sales area **Business development and customer relationship management** *develop sales activity * ensure customer satisfaction to build a lasting relationship* ***Brand strategy and events*** develop a brand identity (enhance brand value, by developing content and monitoring media, public and press relations) * manage an events project

# Objectives

Students in the B.U.T. in Marketing Techniques acquire several skills related to professional practices in commercial and marketing, such as developing digital commercial projects, assessing the international environment and selecting markets, purchasing and negotiation, managing a sales team in a sales space, developing commercial activity and long-term relationships, strategic brand management, developing an entrepreneurial spirit, expressing themselves in foreign languages, and building a Personal Professional Project (PPP).

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Admission

# Capacity

## Available Places

0

# Target Audience and Entry Requirements

The specialties of the general baccalaureate most closely aligned with the University technology degree in Marketing Techniques are: History, Geography, Geopolitics and Political Sciences; Economic and Social Sciences; Mathematics; Foreign Literatures and Cultures; Digital and Computer Sciences, but any combination of specialties will be considered.  Similarly, among the technological baccalaureate series, STMG and, to a lesser extent, STI2D are the most suitable for success in the University technology degree in Marketing Techniques.  As regards previous undergraduates, the general and technological baccalaureate series (STMG) are best suited to the University technology degree in Marketing Techniques.  Holders of an equivalent qualification or a university entrance qualification (DAEU) are also eligible.

# 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 |
|---|---|---|---|---|---|---|---|---|---|

| | | | | | |
|---|---|---|---|---|---|
| UE5.1 - Marketing : Conduire les actions marketing | 8 | Semestre 1 | 2 | 77 | 15.5 |

Charger le détail

| | | | | | |
|---|---|---|---|---|---|
| UE6.1 - Marketing : Conduire les actions marketing | 5 | Semestre 2 | 3.5 | 20.5 | 1.5 |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed | Lecture/practical | directed study/practical class | dis lea co |
|---|---|---|---|---|---|---|---|---|---|
| UE5.2 - Vente : Vendre une offre commerciale | 8 | Semestre 1 | 5 | 57 | 17.5 | | | | |

Charger le détail

| | | | | | |
|---|---|---|---|---|---|
| UE6.2 - Vente : Vendre une offre commerciale | 5 | Semestre 2 | 0.5 | 13.5 | 11.5 |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed | Lecture/practical | directed study/practical class | di le c |
|---|---|---|---|---|---|---|---|---|---|
| UE5.4 - Stratégie à l'international : Formuler une stratégie de commerce à l'international | 7 | Semestre 1 | 1.5 | 69.5 | 36.5 | | | | |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class | di le c |
|---|---|---|---|---|---|---|---|---|---|
| UE6.4 - Stratégie à l'international : Formuler une stratégie de commerce à l'international | 10 | Semestre 2 | 0.5 | 8.5 | 12 | | | | |

Charger le détail

| Subjects | ECTS | Semester | Lecture | directed study | practical class | Lecture/directed study | Lecture/practical class | directed study/practical class | di le c |
|---|---|---|---|---|---|---|---|---|---|
| UE5.5 - Opérations à l'international : Piloter les opérations à l'international | 7 | Semestre 1 | 1.5 | 51.5 | 19.5 | | | | |

Charger le détail

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| UE6.5 - Opérations à l'international : Piloter les opérations à l'international | 10 | Semestre 2 | 0.5 | 8.5 | 12 | | | | |

Charger le détail

# Contact

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

http://www.faculte-sciences-sport.universite-paris-saclay.fr/formation/techniques-de-commercialisation/but3-techniques-de-commercialisation-business-international-achat-et-vente