

TC | TECHNIQUES DE COMMERCIALISATION

University Bachelor of Technology (B.U.T.) Marketing Techniques.

The **Bachelor of Technology in Marketing Techniques** trains students to be future intermediate executives who can handle all stages of the marketing of a product or service: from market research to sales, including marketing strategy, commercial communication, negotiation, and customer relations. Graduates are versatile, autonomous and adaptable. It covers business sectors related to sales, marketing and communication.

The course offers genuine assets for a swift integration into the workforce. It also allows graduates the possibility to pursue their studies in order to obtain a Master's degree.

Competence-based learning.

The **Digital marketing, e-business and entrepreneurship (MDEE)** pathway aims to provide training in digital commercial activities by developing skills in steering and managing these activities on the one hand, and in developing digital business projects that can lead to the creation of a start-up on the other. Graduates will work in digital marketing, in e-business within any type of organization and in entrepreneurship.

The **Business Development and Customer Relationship Management (BDMRC)** pathway is designed to provide training in the development of commercial activity while ensuring customer satisfaction in order to build a lasting relationship. Graduates will contribute to customer relationship management in all types of organization.

Skills / learning units:

This course aims to develop 5 core graduate skills called UEs (unités d'enseignement (aka UE) / learning units).

The aim of this course, built on a multidisciplinary base of general and technical knowledge, is to train students with such skills as:

- Marketing
- Communication - research
- Negotiation - sales
- Management - administration
- Business law - economics - business languages

Every class of a semester is mandatory. Each learning unit (UE) accounts for 6 ECTS. Validating all the semester units is required to validate a full semester.

**French-taught programmes.
Attending all classes is mandatory.**

Semesters open to international students.

Programmes of Studies:

- Digital marketing, e-business and entrepreneurship (MDEE)
- Business Development and Customer Relationship Management (BDMRC)

Semester 4 (Spring):

- Requirements: 90 ECTS in Business, Management and/or Marketing techniques
- French: C1

F CHAMBER 01
Annecy-le-Vieux
campus



041
Practical
teaching & learning



30-35 hrs a week
of study & projects



MDEE - Semester 4 - Courses, Skills (UE) & ECTS.

| Course List | UE1 | UE2 | UE3 | UE4 | UE5 | Weight |
|--|----------|----------|----------|----------|----------|-----------|
| Marketing strategy | • | | | | | 1 |
| Economy | | • | | | | 1 |
| Designing a communication campaign | | | • | | | 1 |
| Employment law | • | • | • | | | 1.5 |
| English applied to business | • | • | • | • | • | 2.5 |
| 2nd foreign language applied to business | • | • | • | • | • | 2.5 |
| Expression, communication, culture | • | • | • | • | • | 2.5 |
| Guidance | | | | • | • | 1 |
| Website design | | | | • | | 1 |
| E-commerce strategy | | | | | • | 1 |
| Evaluation of project performance | • | • | • | | | 1.5 |
| Organisation Commercial management | • | • | • | | | 1.5 |
| Digital project management | | | | • | • | 3 |
| Internship | • | • | • | • | • | 6.5 |
| Portfolio | • | • | • | • | • | 2.5 |
| ECTS | 6 | 6 | 6 | 6 | 6 | 30 |

BDMRC - Semester 5 - Courses, Skills (UE) & ECTS.

| Course List | UE1 | UE2 | UE3 | UE4 | UE5 | Weight |
|---|----------|----------|----------|----------|----------|-----------|
| Marketing strategy | • | | | | | 1 |
| Economy | | • | | | | 1 |
| Designing a communication campaign | | | • | | | 1 |
| Employment law | • | • | • | | | 1.5 |
| English applied to business | • | • | • | • | • | 2.5 |
| 2nd foreign language applied to business | • | • | • | • | • | 2.5 |
| Expression, communication, culture | • | • | • | • | • | 2.5 |
| Guidance | | | | • | • | 1 |
| Sales team management | | | | • | | 1 |
| Omni-channel customer relations | | | | | • | 1 |
| Assessing project performance | • | • | • | | | 1.5 |
| Commercial steering of an organisation | • | • | • | | | 1.5 |
| Business & customer relations action plan | | | | • | • | 3 |
| Internship | • | • | • | • | • | 6.5 |
| Portfolio | • | • | • | • | • | 2.5 |
| ECTS | 6 | 6 | 6 | 6 | 6 | 30 |