

Diplôme Universitaire « Techniques de Commercialisation » **Undergraduate Technological Degree “Business and Marketing Techniques”**

The Undergraduate Technological Degree “Business and Marketing Techniques” aims at preparing students who want to work in sales, marketing, communication and distribution - mainly for activities related to goods and services targeting the general public - by developing:

- their operational skills, by acquiring quantitative and commercial techniques (management techniques, sales and distribution, market analysis)
- their ability to understand the current corporate environment and on-the-ground situations (economics law, tools for interpersonal skills, development of their personal abilities, management simulations, internships, tutored projects).

The UTD « Business and Marketing Techniques” is available on two campuses: Aix-en-Provence and Marseille (Saint Jérôme) and welcomes several Erasmus exchange students every year. The students can thus choose to study on either of the two campuses and follow classes corresponding to the second year of the UTD.

One notable difference is that in Aix-en-Provence, the whole course is conducted in French, while in Marseille, the exchange students can choose between 3 programmes : the course in French, the course in English, or a mix between the French and the English course.

Below is the list of available classes as well as their corresponding ECTS. An additional French as a Foreign Language (FLE) class worth 6 ECTS is also available on other campuses of the university in Aix and in Marseille, within the limit of the number of places still available.

French program

Available on the campuses in Aix-en-Provence and Marseille Saint Jérôme

The description of the different classes is available in the link below (cf. pages 50 to 80):

https://iut.fr/files/fck/File/documents/PPN/français/PPN_TC_255237.pdf

Period 3 - French Program From September 1st to End of December		
		ECTS
UE31 Elargir ses compétences en gestion		
M3101	Expression communication culture 3	5
M3102	Anglais	5
M3103	Espagnol	5
M3104 C	Statistiques probabilités appliquées	5
M3105	Gestion financière et budgétaire	5
M3106	Projet Personnel et Professionnel	2
M3107	Droit commercial	5
M3108C	Technologie de l'Information et de la Communication	5
UE32 Développer ses performances commerciales		
M3201	Marketing du point de vente	5
M3202	Négociation	5
M3203	Communication commerciale	5
M3204	Marketing direct/Gestion de la Relation Client	5
M3205	Environnement international : Approche des marchés étrangers et intelligence économique	5
M3206	Logistique	5
M3207C	Économie	5
M3208	Jeu d'entreprise	5
Period 4 - French Program From January 7th to April 5th included		
		ECTS
UE41 S'adapter aux évolutions		
M4101	Expression communication culture	5
M4102	Anglais	5
M4103	Espagnol	5
M4104 C	Environnement international : techniques de commerce international	5
M4105	E-marketing	5
M4106	Droit du travail	5
UE42 Maitriser les outils de management		
M4201 C	Psychologie sociale des organisations	5
M4202	Management de l'équipe commerciale	5
M4203	Achat et qualité	5
M4204 C	Stratégie d'entreprise	5

English program¹

Available on the campus in Marseille Saint Jérôme

The description of the different classes is available in the link below:

<https://iut.fr/files/fck/File/documents/PPN/anglais/PPN%20TC%20.pdf>

Period 3 - English Program From September 1st to End of December

		ECTS
M3201	Retail marketing	5
M3202	Negotiation	5
M3203	Trade communication	5
M3204	Direct marketing / Customer relationship management	5
M3205	International Environment: understanding foreign markets and business intelligence	5
M3206	Logistics	5
M3208	Serious Game	5

Period 4 - English Program From January 7th to April 5th included

		ECTS
M4104	International Environment: International sales techniques	5
M4105	Digital marketing	5
M4201 C	Organization social psychology	5
M4202	Sales team management	5
M4203	Purchasing and quality	5
M4204 C	Business strategy	5

¹ For the students studying in France for the whole year, an additional entrepreneurship class is available for a total of 10 ECTS. It starts in September and finishes in March.

French/English mixed programme²

Available on the campus in Marseille Saint Jérôme

The description of the different classes is available in the link below

- French : https://iut.fr/files/fck/File/documents/PPN/français/PPN_TC_255237.pdf
- English : <https://iut.fr/files/fck/File/documents/PPN/anglais/PPN%20TC%20.pdf>

Period 3 - Mix French & English Program From September 1st to End of December		
		ECTS
UE31 Elargir ses compétences en gestion		
M3101	Expression communication culture	5
M3102	Anglais	5
M3103	Espagnol	5
M3104 C	Statistiques probabilités appliquées	5
M3105	Gestion financière et budgétaire	5
M3106	Projet Personnel et Professionnel	2
M3107	Droit commercial	5
M3108C	Technologie de l'Information et de la Communication 3	5
UE32 Développer ses performances commerciales		
M3201	Retail marketing	5
M3202	Negotiation 3	5
M3203	Trade communication 2	5
M3204	Direct marketing / Customer relationship management	5
M3205	International Environment 2: understanding foreign markets and business intelligence	5
M3206	Logistics	5
M3207C	Economie 2	5
M3208	Jeu d'entreprise / Serious game	5

² For the students studying in France for the whole year, an additional entrepreneurship class is available for a total of 10 ECTS. It starts in September and finishes in March.

Period 4 -Mix French and English Program

From January 7th to April 5th included

		ECTS
UE41 S'adapter aux évolutions		
M4101	Expression communication culture	5
M4102	Anglais	5
M4103	Espagnol	5
M4104 C	International Environment: International sales techniques	5
M4105	Digital marketing	5
M4106	Droit du travail	5
UE42 Maitriser les outils de management		
M4201 C	Organization social psychology	5
M4202	Sales team management	5
M4203	Purchasing and quality	5
M4204 C	Business strategy	5