

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

# Business & Marketing (TC)

The **Bachelor of Technology in Business & Marketing** 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.

## Study tracks

- The **Digital marketing, e-business and entrepreneurship study track** is designed to train students in digital commercial activities by developing skills in the management of these activities on the one hand, and in the development of digital commercial projects that can lead to the creation of a start-up on the other.

### Career prospects:

Graduates will work in digital marketing, e-business within any type of organisation, and the entrepreneurial field.

- The **International business: purchasing and sales study track** aims to train students in marketing and sales by developing strategic and operational skills in an international context.

### Career prospects:

At the end of the course, graduates will be able to qualify for positions in international trade, regardless of the organisation they join.

- By focusing on the two major concepts of point-of-sale management, with both team and retail facility management, the **Sales outlet marketing and management study track** aims to train graduates in the management of retail premises.

### Career prospects:

Graduates will be able to apply for distribution jobs in all types of sales outlets.

- The **Business development and customer relations management study track** seeks to train students in the development of commercial activity while ensuring customer satisfaction in order to build a lasting relationship

### Career prospects:

Graduates will contribute to business development and customer relations management in all types of organisations.

- The **Brand strategy and event management study track** aims to train students in brand promotion and enhancement along with skills to manage and conduct events.

### Career prospects:

Graduates may be involved in brand and event management in all types of organisations.

## Skills

This course aims at developing three core skills for business and marketing students:

- **Marketing:** conducting marketing actions
- **Sales:** selling a commercial offer
- **Commercial communication:** communicating the commercial offer

## Entry requirements

This program is mainly intended for **STMG technological baccalaureate** holders, but does not exclude other specialties, and holders of **general, technological and vocational baccalaureates** or equivalent diplomas. It is also suitable for higher education students wishing to change career path. The B.U.T. can also be prepared within the Lifelong education scheme or on a vocational basis (apprenticeship training or work-based learning). The diploma can also be delivered on Accreditation of Prior Experiential Learning (APEL).

# B.U.T. Business & Marketing in France

