



2022-2023

|                        |                                            |
|------------------------|--------------------------------------------|
| DOMAINE :              | Droit, Economie, Gestion, Sciences sociale |
| UFR/Ecole...           | IUT de Troyes                              |
| SITES :                | Troyes                                     |
| SPECIALITE DE B.U.T. : | Techniques de commercialisation            |
| PARCOURS TYPE :        | -                                          |
| SEMESTRE :             | 3                                          |

Modalités d'enseignement de la formation\* :

\* cocher la - les case-s concernée-s

|                                     |                       |
|-------------------------------------|-----------------------|
| <input type="checkbox"/>            | Formation Initiale    |
| <input checked="" type="checkbox"/> | Formation Continue    |
| <input checked="" type="checkbox"/> | Apprentissage         |
| <input checked="" type="checkbox"/> | Contrat Professionnel |

| Elément Constitutif (Enseignement) |         |                                                                                |                                |               |                   |    |    |    |           |    |    |    |   | Volume horaire |   |        |   |        |   | Nb groupes |   |        |     |        |     | Contrôle continu |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  | Parcours | Coefficients |  |  |  |  |
|------------------------------------|---------|--------------------------------------------------------------------------------|--------------------------------|---------------|-------------------|----|----|----|-----------|----|----|----|---|----------------|---|--------|---|--------|---|------------|---|--------|-----|--------|-----|------------------|-----|--------|---|---------------------------|---|------------------|---|--------|---|---------|--|-----------|--|---------------------|--|---------|--|----------|--------------|--|--|--|--|
|                                    |         |                                                                                |                                |               |                   |    |    |    |           |    |    |    |   |                |   |        |   |        |   |            |   |        |     |        |     | Ressources       |     |        |   |                           |   |                  |   | SAE    |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    |         |                                                                                |                                |               |                   |    |    |    |           |    |    |    |   |                |   |        |   |        |   |            |   |        |     |        |     | TD / TP          |     |        |   | Epreuve promotion entière |   |                  |   | IUT    |   |         |  |           |  | Stage en entreprise |  |         |  |          |              |  |  |  |  |
|                                    |         |                                                                                |                                |               |                   |    |    |    |           |    |    |    |   |                |   |        |   |        |   |            |   |        |     |        |     | Oral             |     | Ecrit  |   | Rapport                   |   | Autre évaluation |   | Ecrit  |   | Rapport |  | Portfolio |  | Livrable            |  | Rapport |  |          |              |  |  |  |  |
| Code Apogée                        | E.C.    | Intitulé                                                                       | Intitulé court (19 caractères) | Vol. étud. PN | Adaptation locale | CM | TD | TP | H. Projet | CM | TD | TP | % | Nombre         | % | Nombre | % | Nombre | % | Nombre     | % | Nombre | %   | Nombre | %   | Nombre           | %   | Nombre | % | Nombre                    | % | Nombre           | % | Nombre | % |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA301  | Marketing Mix - 2                                                              | Marketing Mix 2                | 18            | 18                | 18 |    |    |           |    |    |    | 1 | 50%            | 1 |        |   |        |   | 50%        | 1 |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA302  | Entretien de vente                                                             | Entretien de vente             | 18            | 18                | 18 |    |    |           |    |    |    | 1 |                |   | 100%   | 2 |        |   |            |   |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA303  | Principes de la communication digitale                                         | Com. digitale                  | 18            | 18                | 18 |    |    |           |    |    |    | 1 | 50%            | 1 |        |   |        |   | 50%        | 1 |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA304  | Etudes marketing - 3                                                           | Etudes marketing - 3           | 13            | 13                | 13 |    |    |           |    |    |    | 1 | 50%            | 1 |        |   |        |   | 50%        | 1 |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA305  | Environnement économique international                                         | EEl                            | 13            | 13                | 13 |    |    |           |    |    |    | 1 |                |   |        |   |        |   | 100%       | 2 |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA306  | Droit des activités commerciales - 1                                           | DAC - 1                        | 13            | 13                | 13 |    |    |           |    |    |    | 1 |                |   | 50%    | 1 |        |   | 50%        | 1 |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA307  | Techniques quantitatives et représentations - 3                                | TQR - 3                        | 13            | 13                | 13 |    |    |           |    |    |    | 1 |                |   | 50%    | 1 |        |   | 50%        | 1 |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA308  | Tableau de bord commercial                                                     | Gestion prévisionnelle         | 13            | 13                | 13 |    |    |           |    |    |    | 1 |                |   |        |   |        |   | 100%       | 2 |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA309  | Psychologie sociale du travail                                                 | Psychologie sociale            | 12            | 12                | 12 |    |    |           |    |    |    | 1 |                |   | 50%    | 1 |        |   | 50%        | 1 |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA310  | Anglais appliqué au commerce - 3                                               | Anglais 3                      | 15            | 15                | 15 |    |    |           |    |    |    | 1 | 33%            | 1 | 33%    | 1 |        |   | 34%        | 1 |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA311  | LV B appliquée au commerce - 3                                                 | LVB 3                          | 15            | 15                | 15 |    |    |           |    |    |    | 1 | 33%            | 1 | 33%    | 1 |        |   | 34%        | 1 |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA312  | Ressources et culture numériques - 3                                           | RCN - 3                        | 18            | 18                | 18 |    |    |           |    |    |    | 1 |                |   |        |   | 100%   | 2 |            |   |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA313  | Expression, communication, culture - 3                                         | ECC 3                          | 15            | 15                | 15 |    |    |           |    |    |    | 1 | 67%            | 1 | 33%    | 1 |        |   |            |   |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA314  | PPP - 3                                                                        | PPP - 3                        | 10            | 5                 | 5  |    |    |           |    |    |    | 1 | 50%            | 1 | 50%    | 1 |        |   |            |   |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA315M | Management de la performance du point de vente                                 | MPPV                           | 13            | 13                | 13 |    |    |           |    |    |    | 1 |                |   | 50%    | 1 |        |   | 50%        | 1 |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RRA316M | Marketing du point de vente                                                    | MPV                            | 13            | 13                | 13 |    |    |           |    |    |    | 1 |                |   | 50%    | 1 |        |   | 50%        | 1 |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    |         |                                                                                |                                |               |                   |    |    |    |           |    |    |    |   |                |   |        |   |        |   |            |   |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RSA301  | Pilotage d'un projet en déployant les techniques de commercialisation          | Piloter un projet              |               | 27                |    | 15 |    | 12        |    |    |    | 1 |                |   |        |   |        |   |            |   |        | 34% | 1      | 33% | 1                | 33% | 1      |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RSA302M | Démarche d'ouverture d'un point de vente                                       | Création d'entreprise          |               | 60                |    | 30 |    | 30        |    |    |    | 1 |                |   |        |   |        |   |            |   | 34%    | 1   | 33%    | 1   | 33%              | 1   |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RSA303M | Analyse d'un point de vente ou d'un rayon dans son environnement concurrentiel | APVR                           |               | 20                |    | 10 |    | 10        |    |    |    | 1 |                |   |        |   |        |   |            |   | 34%    | 1   | 33%    | 1   | 33%              | 1   |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    | RSA310  | Portfolio - S3                                                                 | Portfolio - S3                 |               | 20                |    | 10 |    | 10        |    |    |    | 1 |                |   |        |   |        |   |            |   | 50%    | 1   |        |     |                  |     | 50%    | 1 |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |
|                                    |         |                                                                                |                                |               |                   |    |    |    |           |    |    |    |   |                |   |        |   |        |   |            |   |        |     |        |     |                  |     |        |   |                           |   |                  |   |        |   |         |  |           |  |                     |  |         |  |          |              |  |  |  |  |

|                                                      |                |
|------------------------------------------------------|----------------|
| Parcours : Marketing et management du point de vente | Total Etudiant |
|                                                      |                |

|   |     |   |    |
|---|-----|---|----|
| 0 | 290 | 0 | 62 |
|   | 352 |   |    |

|                                                      |       |      |      |     |     |     |
|------------------------------------------------------|-------|------|------|-----|-----|-----|
| Parcours : Marketing et management du point de vente | ECTS  | 4    | 4    | 7   | 7   | 8   |
|                                                      | TOTAL | 10,5 | 10,5 | 17  | 14  | 14  |
|                                                      | SAE   | 5,5  | 5,5  | 7   | 6   | 6   |
|                                                      |       | 52%  | 52%  | 41% | 43% | 43% |

|                                      |
|--------------------------------------|
| Date du vote en conseil de gestion : |
| Date du vote de la CFVU : 21/06/2022 |

|                        |                                            |
|------------------------|--------------------------------------------|
| DOMAINE :              | Droit, Economie, Gestion, Sciences sociale |
| UFR/Ecole...           | IUT de Troyes                              |
| SITES :                | Troyes                                     |
| SPECIALITE DE B.U.T. : | Techniques de commercialisation            |
| PARCOURS TYPE :        | -                                          |
| SEMESTRE :             | 4                                          |

|   |                       |
|---|-----------------------|
|   | Formation Initiale    |
| X | Formation Continue    |
| X | Apprentissage         |
| X | Contrat Professionnel |

[illegible]

| Parcours                                     | Coefficients |                  |           |       |                              |
|----------------------------------------------|--------------|------------------|-----------|-------|------------------------------|
| MMPV                                         | BC1          | BC2              | BC3       | BC4   | BC5                          |
| Marketing et management<br>du point de vente | Management   | Retail marketing | Marketing | Vente | Communication<br>commerciale |
| X                                            |              |                  | 3         |       |                              |
| X                                            |              |                  |           | 3     |                              |
| X                                            |              |                  |           |       | 3                            |
| X                                            |              |                  | 0,5       | 0,5   | 0,5                          |
| X                                            | 0,5          | 0,5              | 0,5       | 0,5   | 0,5                          |
| X                                            | 0,5          | 0,5              | 0,5       | 0,5   | 0,5                          |
| X                                            | 0,5          | 0,5              | 0,5       | 0,5   | 0,5                          |
| X                                            | 0,5          | 0,5              |           |       |                              |
| X                                            |              | 1,5              |           |       |                              |
| X                                            | 3            |                  |           |       |                              |
| X                                            |              | 1,5              |           |       |                              |
|                                              |              |                  |           |       |                              |
| X                                            |              |                  | 1         | 1     | 1                            |
| X                                            |              |                  | 1         | 1     | 1                            |
| X                                            | 3            | 3                |           |       |                              |
| X                                            | 2            | 2                | 2         | 2     | 2                            |
| X                                            | 1            | 1                | 1         | 1     | 1                            |

|                                                      |                |
|------------------------------------------------------|----------------|
| Parcours : Marketing et management du point de vente | Total Etudiant |
|------------------------------------------------------|----------------|

|     |     |   |    |
|-----|-----|---|----|
| 0   | 196 | 0 | 76 |
| 272 |     |   |    |

|                                                      |       |     |     |     |     |     |
|------------------------------------------------------|-------|-----|-----|-----|-----|-----|
| Parcours : Marketing et management du point de vente | ECTS  | 6   | 6   | 6   | 6   | 6   |
|                                                      | TOTAL | 11  | 11  | 10  | 10  | 10  |
|                                                      | SAE   | 6   | 6   | 5   | 5   | 5   |
|                                                      |       | 55% | 55% | 50% | 50% | 50% |

|                                      |            |
|--------------------------------------|------------|
| Date du vote en conseil de gestion : |            |
| Date du vote de la CFVU :            | 21/06/2022 |



2022-2023

Modalités d'enseignement de la formation :

\* cocher la - les case-s concernée-s

- ☐ Formation Initiale  
☒ Formation Continue  
☒ Apprentissage  
☒ Contrat Professionnel

|                        |                                            |
|------------------------|--------------------------------------------|
| DOMAINE :              | Droit, Economie, Gestion, Sciences sociale |
| UFR/Ecole... :         | IUT de Troyes                              |
| SITES :                | Troyes                                     |
| SPECIALITE DE B.U.T. : | Techniques de commercialisation            |
| PARCOURS TYPE :        | -                                          |
| SEMESTRE :             | 5                                          |

|                                    |         |                                                                                          |                                |                |                   |    |    |            |           |    | Contrôle continu |      |   |        |   |                           |   |                  |   |        |     |         |   |           |   |                     |   |         |   |            | Parcours | Coefficients |     |         |            |                  |           |                                           |       |     |   |
|------------------------------------|---------|------------------------------------------------------------------------------------------|--------------------------------|----------------|-------------------|----|----|------------|-----------|----|------------------|------|---|--------|---|---------------------------|---|------------------|---|--------|-----|---------|---|-----------|---|---------------------|---|---------|---|------------|----------|--------------|-----|---------|------------|------------------|-----------|-------------------------------------------|-------|-----|---|
|                                    |         |                                                                                          |                                |                |                   |    |    |            |           |    | Ressources       |      |   |        |   |                           |   |                  |   |        | SAE |         |   |           |   |                     |   |         |   |            |          | MMPV         | BC1 | BC2     | BC3        | BC4              |           |                                           |       |     |   |
|                                    |         |                                                                                          |                                |                |                   |    |    |            |           |    | TD / TP          |      |   |        |   | Epreuve promotion entière |   |                  |   |        | IUT |         |   |           |   | Stage en entreprise |   |         |   |            |          |              |     |         |            |                  |           |                                           |       |     |   |
| Elément Constitutif (Enseignement) |         |                                                                                          |                                | Volume horaire |                   |    |    | Nb groupes |           |    |                  | Oral |   | Ecrit  |   | Rapport                   |   | Autre évaluation |   | Ecrit  |     | Rapport |   | Portfolio |   | Livrable            |   | Rapport |   | Soutenance |          | Entreprise   |     | Rapport |            | Soutenance       |           | Marketing et management du point de vente |       |     |   |
| Code Apogée                        | E.C.    | Intitulé                                                                                 | Intitulé court (19 caractères) | Vol. étud. PN  | Adaptation locale | CM | TD | TP         | H. Projet | CM | TD               | TP   | % | Nombre | % | Nombre                    | % | Nombre           | % | Nombre | %   | Nombre  | % | Nombre    | % | Nombre              | % | Nombre  | % | Nombre     | %        | Nombre       | %   | Nombre  | Management | Retail marketing | Marketing |                                           | Vente |     |   |
|                                    | RRA501  | Stratégie d'entreprise - 1                                                               | Stratégie d'entreprise -1      | 16             | 16                |    | 16 |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                |           |                                           | 3     |     |   |
|                                    | RRA502  | Négocier dans des contextes spécifiques - 1                                              | NCS - 1                        | 18             | 18                |    | 18 |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                |           |                                           |       | 3   |   |
|                                    | RRA503  | Financement et régulation de l'économie                                                  | FRE                            | 13             | 13                |    | 13 |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                |           |                                           |       | 2   |   |
|                                    | RRA504  | Droit des activités commerciales - 2                                                     | DAC - 2                        | 13             | 13                |    | 13 |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                |           |                                           | 1     | 1   |   |
|                                    | RRA505  | Analyse financière                                                                       | Analyse financière             | 13             | 13                |    | 13 |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                |           |                                           | 1     | 1   |   |
|                                    | RRA506  | Anglais appliqué au commerce - 5                                                         | Anglais - 5                    | 13             | 13                |    | 13 |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                | 0,5       | 0,5                                       | 0,5   | 0,5 |   |
|                                    | RRA507  | LV B appliquée au commerce - 5                                                           | LVB - 5                        | 13             | 13                |    | 13 |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                | 0,5       | 0,5                                       | 0,5   | 0,5 |   |
|                                    | RRA508  | Expression, communication, culture - 5                                                   | ECC - 5                        | 18             | 18                |    | 18 |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                |           |                                           | 1     | 1   |   |
|                                    | RRA509  | PPP - 5                                                                                  | PPP - 5                        | 8              | 5                 |    | 5  |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                | 0,5       | 0,5                                       | 0,5   | 0,5 |   |
|                                    | RRA510M | Ressources et culture numériques appliquées au marketing et management du point de vente | RCN appliquées MMPV            | 13             | 13                |    | 13 |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                | 0,5       | 0,5                                       |       |     |   |
|                                    | RRA511M | Parcours expérience client                                                               | Expérience client              | 26             | 26                |    | 26 |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                |           | 3                                         |       |     |   |
|                                    | RRA512M | Management d'équipe - 2                                                                  | Management équipes - 2         | 15             | 13                |    | 13 |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                | 3         |                                           |       |     |   |
|                                    | RRA513M | Supply chain                                                                             | Supply chain                   | 15             | 15                |    | 15 |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                |           | 1                                         |       |     |   |
|                                    | RRA514M | Droit de la distribution                                                                 | Droit de la distribution       | 18             | 18                |    | 18 |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                |           | 1                                         |       |     |   |
|                                    | RRA515M | Trade marketing                                                                          | Trade marketing                | 18             | 18                |    | 18 |            |           |    |                  |      | 1 |        |   | 50%                       | 1 |                  |   | 50%    | 1   |         |   |           |   |                     |   |         |   |            |          |              |     |         |            | X                |           | 1                                         |       |     |   |
|                                    |         |                                                                                          |                                |                |                   |    |    |            |           |    |                  |      |   |        |   |                           |   |                  |   |        |     |         |   |           |   |                     |   |         |   |            |          |              |     |         |            |                  |           |                                           |       |     |   |
|                                    | RSA501M | Approche omnicanale du point de vente                                                    | Omnicanalité                   |                | 127               |    | 62 |            | 65        |    | 1                | 2    |   |        |   |                           |   |                  |   |        |     |         |   |           |   |                     |   |         |   |            |          |              |     |         |            |                  | X         | 7                                         | 7     | 8   | 8 |
|                                    | RSA510  | Portfolio - S5                                                                           | Portfolio - S5                 |                | 40                |    | 20 |            | 20        |    | 1                | 2    |   |        |   |                           |   |                  |   |        |     |         |   |           |   |                     |   |         |   |            |          |              |     |         |            |                  | X         |                                           |       |     |   |

|                                                      |                |
|------------------------------------------------------|----------------|
| Parcours : Marketing et management du point de vente | Total Etudiant |
|                                                      |                |

|   |     |   |    |
|---|-----|---|----|
| 0 | 307 | 0 | 85 |
|   | 392 |   |    |

|                                                      |       |     |     |      |      |
|------------------------------------------------------|-------|-----|-----|------|------|
| Parcours : Marketing et management du point de vente | ECTS  | 7   | 7   | 8    | 8    |
|                                                      | TOTAL | 12  | 15  | 17,5 | 15,5 |
|                                                      | SAE   | 7   | 7   | 8    | 8    |
|                                                      |       | 58% | 47% | 46%  | 52%  |

|                                      |            |
|--------------------------------------|------------|
| Date du vote en conseil de gestion : |            |
| Date du vote de la CFVU :            | 21/06/2022 |

|   |                       |
|---|-----------------------|
|   | Formation Initiale    |
| X | Formation Continue    |
| X | Apprentissage         |
| X | Contrat Professionnel |

[illegible]

|                                                      |       |     |     |     |     |
|------------------------------------------------------|-------|-----|-----|-----|-----|
| Parcours : Marketing et management du point de vente | ECTS  | 10  | 10  | 5   | 5   |
|                                                      | TOTAL | 10  | 10  | 5   | 5   |
|                                                      | SAE   | 6   | 6   | 3   | 3   |
|                                                      |       | 60% | 60% | 60% | 60% |

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