

An intensive 2 year course leading to a National University Institute of Technology Graduate Diploma  
DUT : Diplôme Universitaire de Technologie : 120 ECTS credits

### THE RIGHT BALANCE BETWEEN VOCATIONAL AND GENERAL TRAINING

- 1600 hours of lessons over 4 semesters (120 ECTS credits)
- 2 foreign languages mandatory
- Work placements : 3 weeks for 1<sup>st</sup> Year, 8 weeks for 2<sup>nd</sup> Years
- Tutored projects for 1<sup>st</sup> and 2<sup>nd</sup> Years
- Cross disciplinary skills and Personal Professional Plan

Developing Commercial Performance	Understanding Businesses and their Environment	Expanding Cross-Disciplinary Skills
<ul style="list-style-type: none"> <li>– Marketing, E-Marketing</li> <li>– Commercial Studies and Research</li> <li>– Negotiation</li> <li>– Purchasing and Quality Distribution</li> <li>– Customer Relations Management, Direct Marketing</li> <li>– Managing a Sales Team</li> <li>– International Sales Techniques</li> </ul>	<ul style="list-style-type: none"> <li>– Commercial Law</li> <li>– Finance and Budget Management</li> <li>– Logistics</li> <li>– Company Organization</li> <li>– Project Management</li> <li>– Entrepreneurship</li> <li>– Corporate Strategy</li> </ul>	<ul style="list-style-type: none"> <li>– Commercial Communication</li> <li>– Foreign Languages</li> <li>– Economics</li> <li>– Applied Statistics, Probability</li> <li>– Information and Communication Technology</li> <li>– Social Communication Psychology</li> <li>– Development of Interpersonal skills</li> </ul>

### DEVELOPING PROFESSIONAL SKILLS

The aim of the Sales and Marketing Techniques DUT is to:

- Train students to take on versatile, autonomous, open-ended commercial jobs
- Support students with a real profession-oriented university course
- Prepare them to join professions at level III or continue their studies further.

The Diploma in Sales and Marketing Techniques is a 2 year course to train students in all areas of commercial professions.

### APPLICATION IN THE PROFESSIONAL WORLD

- Tutored Project: a real market research project leading to a commissioned report for a company and followed by an oral presentation.
- Work Placements: gain the experience in all sectors of the sales and marketing process in a real company. Possibility of carrying out the placement abroad.

### EXAMPLES OF PROJECT WORK

- Market research for setting up a hotel in the St Etienne area.
- Market research for a shop which wants to expand
- Customer satisfaction surveys / brand awareness surveys

### HOW TO CONTACT US

TC ☎: 33 (0)4 77 46 34 61

✉: iuttc@univ-st-etienne.fr

**Deadlines for submitting applications for ERASMUS students:**

**1<sup>st</sup> semester and full year: May 20<sup>th</sup> / 2<sup>nd</sup> semester: October 25<sup>th</sup>**