

# **Undergraduate Technological Degree**

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## **BUSINESS AND MARKETING TECHNIQUES (TC)**

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## 1. Course Objectives

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**The DUT Business and Marketing Techniques (TC) aims at:**

- Training students so they can hold positions, with advancement opportunities, where they show their ability to multi-task and work autonomously
- Guiding students along a professionalizing study pathway
- Enabling them to integrate the world of work with a level III certification or to pursue their studies further

Over four semesters, this program trains students for all types of trade jobs and aims at the acquisition of many skills. TC graduates are versatile, they are able to work on all steps of commercialization: from the market survey to the sales but also on the marketing strategy, the sales communication, purchase and sales negotiations, the relationship with customers, etc. They are able to work in all sectors of the economy: bank, insurance, wealth management, real estate, import-export, transportation, communication, event planning, large retailers, small retailers, manufacturing.

**They hold the following positions:** sales representative, sales advisor, customer manager, sales assistant, sales engineer, negotiator, marketing assistant, department manager, sales officer. Through experience, they move upward towards managerial positions: product manager, area manager, sales manager, export manager, buyer, sales development manager, marketing manager, shop manager or SMEs manager, advertizing manager, etc.

**The main positions held by DUT TC graduates are listed under the following ROME codes:**

- C for sales positions in the bank, insurance, and real estate industries
- D for sales and distribution positions
- E11-E14 for communication and advertizing positions
- G11-G12-G13 for sales positions in the tourism industry
- M for company commercial support position

This list does not include all the industries DUT TC graduates are able to work in.

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## 2. Activities and skills tables

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Over four semesters, teaching methods and professional role-playing emphasize on qualities that correspond to recruiters' expectations. These qualities enable an easier integration of graduates in companies as well as a personal and professional development.

### TC GRADUATES DISPLAY THE FOLLOWING QUALITIES:

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#### ABILITY TO ADAPT/AUTONOMY

- They can adapt their behavior and decisions in a given context, whether simple or complex. They can work autonomously.
- They can manage their time and organize their mission.

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#### THOROUGHNESS

- They use management tools and have professional writing skills.
- They can conduct self assessment of their own actions.

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#### TEAM SPIRIT

- They become part of a team.
- They share information and account for their actions and results.
- They contribute to the results of the entity.

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#### OPEN-MINDEDNESS

- They do not adopt a dogmatic stance.
- They know how to listen, understand, and own new ideas, engage new professional relationships and open up to a global professional world.

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#### PROACTIVENESS

- They look for opportunities to help the organization they work for move forward
- They know how to make a decision.
- They are proactive and consequently, show how they can be in charge and commit to previously taken initiatives.

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#### INTERPERSONAL SKILLS

- They know communication tools and information systems very well.
- They develop interpersonal skills and know how to show empathy.

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#### CUSTOMER-CENTRIC

- They work using a customers' satisfaction and quality approach, whatever their role in the organization.

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#### ETHICS

- They are accountable for the decisions they make.
  - They contemplate economic consequences as well as social, human, and environmental ones, following sustainable development principles.
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**TASTE FOR A CHALLENGE**

- They are dynamic and enthusiastic, and persevering.
- They set goals and implement relevant means to achieve them.

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**BASIC SKILLS OF THE DUT TC :**

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<b>ACTIVITIES</b>	<b>SKILLS</b>
<i>PREPARING THE SALES ACTION</i>	<i>DUT TC GRADUATES ARE ABLE TO</i>
<b>CONTEXT ANALYSIS</b>	<ul style="list-style-type: none"><li>• Use project management techniques</li><li>• Identify product specificities</li><li>• Analyze the economic contexts and markets</li><li>• Take competition into account</li><li>• Use marketing tools</li><li>• Own marketing policy, communication approaches, and company strategy</li><li>• Understand the organization, the company culture, and management methods</li><li>• Acquire an economic culture enabling them to understand markets' evolutions</li><li>• Implement forecast models and a probabilistic approach as part of sales studies and surveys</li></ul>
<b>MARKET STUDIES</b>	<ul style="list-style-type: none"><li>• Choose and use the appropriate process and the relevant tools to collect quantitative and quality information</li><li>• Summarize and interpret data</li></ul>
<b>MARKETING STRATEGY</b>	<ul style="list-style-type: none"><li>• Comply with a constant data collection approach for the marketing and sales activity of a company</li><li>• Lean on main methods for internal and external diagnoses</li></ul>
<b>SALES DEVELOPMENT PLAN</b>	<ul style="list-style-type: none"><li>• Offer well-argued strategic orientations (regarding the segmentation and positioning of the company's business)</li><li>• Plan actions to undertake in order to achieve goals and implement cost control tools</li><li>• Act on the different variables: Products, Prices, Communication, and Distribution</li><li>• Understand distribution flows</li></ul>
<b>SALES FORCE</b>	<ul style="list-style-type: none"><li>• Join in and be a part of a sales team</li><li>• Manage a sales team and manage the sales force</li><li>• Analyze behaviors, motivations, and make use of groups dynamics</li></ul>

	<ul style="list-style-type: none"> <li>• Manage conflicts</li> <li>• Perform the first phase of collaborators' recruitment</li> <li>• Master basic IT tools</li> <li>• Quickly adapt to company software applications</li> <li>• Master sales communication techniques</li> <li>• Build adapted communication materials and tools</li> <li>• Master the drawing up and follow up on a budget. They are able to analyze and use accounting documents.</li> </ul>
<b>PROSPECTION PHASE</b>	<ul style="list-style-type: none"> <li>• Use sales information sources and information analysis techniques</li> <li>• Collect information and analyze professional information</li> <li>• Rank and summarize information</li> <li>• Analyze customers profiles</li> <li>• Draw up surveys and results display tools</li> <li>• Use numerical data</li> <li>• Obtain appointments</li> <li>• Plan their tasks (as an employee or an independent worker)</li> </ul>
<b>SALES INTERVIEW AND CLOSING THE DEAL</b>	<b>DUT TC GRADUATES ARE ABLE TO</b>
<b>CLIENT NEEDS ANALYSIS</b>	<ul style="list-style-type: none"> <li>• Show active listening skills (they hear and listen)</li> <li>• Display general culture and empathy</li> </ul>
<b>REPHRASE OFFERS/PRESENT ARGUMENTS/HANDLE OBJECTIONS</b>	<ul style="list-style-type: none"> <li>• Validate information</li> <li>• Rephrase and summarize</li> <li>• Express themselves with ease and in a professional manner in French and enunciate well</li> <li>• Communicate in an operational manner in a foreign language</li> </ul>
<b>CLOSE THE DEAL</b>	<ul style="list-style-type: none"> <li>• Close a deal</li> <li>• Interpret the key clauses of a contract</li> <li>• Inform the customer of the legal framework</li> <li>• Manage frustration and accept customers' refusal</li> <li>• Manage customer's risks</li> </ul>
<b>CUSTOMER FOLLOW UP</b>	<b>DUT TC GRADUATES ARE ABLE TO</b>
<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>	<ul style="list-style-type: none"> <li>• Use client relationship's management tools</li> <li>• Increase reliability of and update clients data</li> <li>• Report to hierarchy and colleagues</li> <li>• Transmit written and oral information in an appropriate, adapted, and professional manner</li> <li>• Draw up and analyze dashboards, statistics, and results follow-up documents</li> </ul>

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**SERVICE AND MAINTAINING LOYALTY**

- Maintain clients loyalty
- Manage claims

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**DUT TC GRADUATES SPECIFIC SKILLS :**

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<b>ACTIVITIES</b>	<b>SKILLS</b>
<i><b>B TO B</b></i>	<i><b>DUT TC GRADUATES ARE ABLE TO</b></i>
<b>CROSS-COMPANIES SALES RELATIONS MANAGEMENT</b>	<ul style="list-style-type: none"><li>• Draw up estimates and follow up on the service execution</li><li>• Plan tasks and projects</li><li>• Set contracts specific clauses</li><li>• Manage customers accounts, monitor their activity</li><li>• Manage a client portfolio</li><li>• Work in a close partnership with suppliers</li><li>• Use solid basic knowledge in transport (incoterms, customs, insurances, payment methods)</li><li>• Understand logistics</li></ul>
<b>MARKET STUDIES</b>	<ul style="list-style-type: none"><li>• Rephrase the request and translate it in an operational bill of specifics</li><li>• Master different types of surveys</li><li>• Master survey analysis tools and software applications</li><li>• Produce relevant summaries resulting from survey analysis</li></ul>
<b>PURCHASE NEGOTIATION</b>	<ul style="list-style-type: none"><li>• Fully grasp the company's environment, the products technical characteristics and the market</li><li>• Integrate the needs for services implied by the purchase of products (quantity, quality)</li><li>• Guarantee profitability through calculating purchase costs and margins</li><li>• Master purchase and negotiation techniques</li><li>• Prospect and select suppliers</li><li>• Follow up on delivery and billing</li><li>• Integrate quality control procedures</li><li>• Solve sales and financial disputes</li></ul>
<i><b>B TO C</b></i>	<i><b>DUT TC GRADUATES ARE ABLE TO</b></i>
<b>DISTRIBUTION AND SALES TO CONSUMERS</b>	<ul style="list-style-type: none"><li>• Develop a point of sales and manage its merchandising</li><li>• Select and implement direct marketing actions</li><li>• Manage a price policy</li><li>• Implement stock management policy</li></ul>

	<ul style="list-style-type: none"> <li>• Comply with consumers protection rules and competition regulation</li> <li>• Select distribution networks</li> <li>• Take into account large retailers and small retailers specificities</li> <li>• Manage and implicate team members</li> </ul>
<p><b>SALES COMMUNICATION/ADVERTIZING</b></p>	<ul style="list-style-type: none"> <li>• Draw up a media plan to promote products</li> <li>• Use direct marketing techniques, select adapted tools and design them (mailing, phoning, etc.)</li> <li>• Implement communication plans in accordance with the target</li> <li>• Use DTP software applications</li> <li>• Comply with information, image, and copyright laws</li> </ul>
<p><b>ECOMMERCE</b></p>	<ul style="list-style-type: none"> <li>• Master the different distribution channels</li> <li>• Select the channel(s) that is/are most adapted to the product and service, and foster the development of multi-channel operations</li> <li>• Apply online sales techniques</li> <li>• Use marketing tools specific to products and services online sales</li> <li>• Use software applications related to the creation and management of online stores</li> <li>• Negotiate with the different stakeholders of the various channels</li> <li>• Integrate online communication developments</li> <li>• Integrate logistics constraints</li> <li>• Comply with regulations related to online sales and the use of IT (customers' files, etc.)</li> </ul>
<p><b>INTERNATIONAL SALES/IMPORT-EXPORT</b></p>	<ul style="list-style-type: none"> <li>• Communicate in foreign languages in a professional context</li> <li>• Integrate cross culture factors into the negotiation</li> <li>• Understand foreign (economical and geopolitical) markets</li> <li>• Take into account transportation means (incoterms, customs, insurances, etc.)</li> </ul>
<p><b>BUSINESS CREATION &amp; TAKEOVER</b></p>	<ul style="list-style-type: none"> <li>• Analyze market opportunities</li> <li>• Follow the business creation pathway</li> <li>• Select a legal structure</li> <li>• Comply with the work field legal framework</li> <li>• Draw up the business plan</li> <li>• Find funding and partners</li> <li>• Draw up a communication and sales plan</li> <li>• Launch the business</li> </ul>

### 3. Training General Organization

#### a. Training description

The program runs over 4 semesters, divided into Teaching Units (UE), 2 to 3 UE per semester. Supervised work (TD) classes include groups of 28 students; practical work (TP) classes include groups of 14 students.

**The high school – IUT transition is essentially improved through:**

- Designing teaching units (UE) that comprise both theoretical and practical teachings
- Modules with equivalent coefficients
- Acquiring sales activity basic knowledge and the progressive introduction of more specific notions
- Alternating between group works and individual works

The training program that leads to the DUT comprises a major subject that guarantees the core skill of the DUT, as well as supplementary modules. These aim at making the students' pathway exhaustive, whether they want to integrate the world of work or to pursue their studies further. Supplementary modules, whatever the pathway chosen by students, are a part of the DUT. Supplementary modules aiming at integrating the world of work are defined in this document. Modules aiming at pursuing studies further are offered to students within the framework of the adaptation of their study pathway depending on their personal and professional project. Designed by the IUT (University Institute of Technology) and following the recommendations conveyed by the commission pédagogique nationale, they present the same characteristics in terms of the number of hours and coefficient as modules aiming at integrating into the world of work, and are presented in an appendix.

The training program is validated through continuous and regular assessment during each of the 4 semesters in compliance with the terms set by the arrêté du 3 août 2005. This program enables students to obtain a DUT, a level III technological university diploma, and to be granted 120 ECTS.

The goals of the modules as well as the assessment methods must be announced to the students by the teaching staff.

#### b. Summary table of modules and teaching units per semester

##### SEMESTER 1

TEACHING UNIT (TU)	MODULE REFERENCE (M)	MODULE NAME	TOTAL COEF. COEF. LECTURESUPERVISED		PRACTICAL WORK VOLUME	TOTAL HOURS STUDENT /TU
			/M	/TU		
TU 11 : DISCOVERING THE PROFESSIONAL ENVIRONMENT	M 1101	Company structures	2	14	12	15
	M 1102	Marketing basics	2		12	15
	M 1103	Marketing concepts and strategies	2		12	15
	M 1104	General economics 1	2		12	15
	M 1105	Law – General principles	2		12	15
	M 1106	Professional and personal	1		5	20
						209



	project 1						
	<b>M 1107</b>	Trade studies and research 1	2		12	15	
	<b>M 1108</b>	Cross activities 1	1				22
TU 12 : IDENTIFY AND COMMUNICATE	<b>M 1201</b>	Communications social psychology	2	<b>16</b>	12	15	
	<b>M 1202</b>	Expression/Communication Culture 1	2			15	12
	<b>M 1203</b>	Technical English 1	2			15	15
	<b>M 1204</b>	2 <sup>nd</sup> Language (Technical) 1	2			15	15
	<b>M 1205</b>	Information and communication technologies 1	2			10	17
	<b>M 1206</b>	Negotiation	2			10	17
	<b>M 1207</b>	Accounting: Introduction	2			12	15
	<b>M 1208</b>	Applied mathematics and statistics	2			12	15
<b>TOTAL HOURS SEMESTER 1</b>			<b>30</b>	<b>30</b>	<b>113</b>	<b>200</b>	<b>118</b>
							<b>431</b>

## SEMESTER 2

TEACHING UNIT (TU)	MODULE REFERENCE (M)	MODULE NAME	COEF. /M	TOTAL COEF. /TU ECTS	LECTURES VOLUME	SUPERVISED WORK	PRACTICAL WORK VOLUME	TOTAL HOURS STUDENT /TU
TU 21 : ANALYZING INFORMATION	M 2101	Applied statistics probabilities	1,5	9	12	15		162
	M 2102	Information and communication technologies 2	1,5			10	17	
	M 2103	International environment 1: international markets	1,5		12	15		
	M 2104	Distribution	1,5		12	15		
	M 2105	Trade studies and research 2	1,5		12	15		
	M 2106	Contract and consumption law	1,5		12	15		
TU 22 : ACTING ON MARKETS	M 2201	Management accounting	1,5	10	12	15		188
	M 2202	Operational marketing	1,5		12	15		
	M 2203	Trade communication 1	1,5		12	15		
	M 2204	Expression/ Ccommunication Culture 2	1,5			15	12	
	M 2205	Technical English	1,5			15	15	
	M 2206	English: cross activities	1				20	
	M 2207	2 <sup>nd</sup> language (Technical) 2	1,5			15	15	
TU 23 : BECOMING A PROFESSIONAL	M 2301	Negotiation 2	1,5	11			27	94
	M 2302	Personal and professional project 2	1				25	
	M 2303	Relationship skills development	1,5			10	17	
	M 2304	Supervised project: project management	1		5		10	
	M 2305	Supervised project: project description and planning (120h)	3					
	M 2306	Professional placement 1 (at least 2 weeks)	3					
<b>TOTAL HOURS SEMESTER 2</b>			<b>30</b>	<b>30</b>	<b>101</b>	<b>185</b>	<b>158</b>	<b>444</b>

### SEMESTER 3

TEACHING UNIT (TU)	MODULE REFERENCE (M)	MODULE NAME	COEF. /M	TOTAL COEF. /TU ECTS	LECTURES VOLUME	SUPERVISED WORK	PRACTICAL WORK VOLUME	TOTAL HOURS STUDENT /TU
<b>TU 31 : EXPANDING MANGAMENT SKILLS</b>	M 3101	Expression/ Communication Culture 3	2	<b>15</b>		15	12	<b>215</b>
	M 3102	Technical English 3	2			15	15	
	M 3103	2 <sup>nd</sup> Language (Technical) 3	2			15	15	
	M 3104C	Applied statistics and probabilities	2		12	15		
	M 3105C	Financial and budget management	2		12	15		
	M 3106	Personal and professional project 3	1		5		15	
	M 3107	Trade law	2		12	15		
	M 3108	Information and communication technologies 3	2		10	17		
<b>TU 32 : DEVELOP TRADE PERFORMANCES</b>	M 3201	Point of sales marketing	2	<b>15</b>	12	15		<b>211</b>
	M 3202	Negotiation 3	2				27	
	M 3203	Trade communication 2	2		12	15		
	M 3204	Direct marketing/Client relation management	2		12	15		
	M 3205	International environment 2: understanding foreign markets and economic intelligence	2		12	15		
	M 3206	Logistics	2		12	15		
	M 3207C	General economics 2	2		12	15		
	M 3208C	Cross activities 2	1				22	
<b>TOTAL HOURS SEMESTER 3</b>			<b>30</b>	<b>30</b>	<b>113</b>	<b>190</b>	<b>123</b>	<b>426</b>

## SEMESTER 4

TEACHING UNIT (TU)	MODULE REFERENCE (M)	MODULE NAME	COEF. /M	TOTAL COEF. /TU ECTS	LECTURES VOLUME	SUPERVISED WORK	PRACTICAL WORK VOLUME	TOTAL HOURS STUDENT /TU
TU 41 : ADAPTING TO EVOLUTION	M 4101	Expression Communication Culture 4	1,5	9		15	12	168
	M 4102	Technical English 4	1,5		15	15		
	M 4103	2 <sup>nd</sup> Language (Technical) 4	1,5		15	15		
	M 4104C	International environment 3: international sales techniques	1,5		12	15		
	M 4105C	Online marketing	1,5		12	15		
	M 4106	Labor law	1,5		12	15		
TU 42 : USING MANAGEMENT TOOLS	M 4201C	Company social psychology	1,5	8	12	15		151
	M 4202	Sales team management	1,5		15	12		
	M 4203	Purchase and quality	1,5		12	15		
	M 4204C	Company strategy	1,5		12	15		
	M 4205	Entrepreneurship	1,5		5	10	12	
	M 4206C	Cross activities 3	0,5				16	
TU 43 : THRIVING PROFESSIONALLY	M 4301	Supervised project: professional role-playing	4	13				
	M 4302	Professional placement 2 (at least 8 weeks)	9					
<b>TOTAL HOURS SEMESTER 4</b>			<b>30</b>	<b>30</b>	<b>77</b>	<b>160</b>	<b>82</b>	<b>319</b>
<b>TOTAL HOURS SEMESTER 1 + 2 + 3 + 4</b>			<b>120</b>	<b>120</b>	<b>120</b>	<b>404</b>	<b>735</b>	<b>481</b>

FRAMEWORK OF CROSS SUPPORT MODULES	LECTURES	SUPERVISED WORK	PRACTICAL WORK	TOTAL
EXPRESSION/COMMUNICATION		60	48	108
ENGLISH LANGUAGE		60	80	140
PPP	10		60	70

NUMBER OF HOURS PER STUDENT	10	180	128	318
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The Apprendre Autrement (Learning Differently) methodology represents 10% of the number of hours in the program. It must be used in each subject of the program and is also the core subject of specific modules (*Arrêté du 3 août 2005- article 15*).

### c. Placements and supervised projects

#### Placements

Placements in companies or organizations of at least 10 weeks are an aspect of the professionalizing process of the DUT training program. They must enable students to achieve missions in keeping with the technical, technological, and relation skills expected from the students.

The entire placement process - from the search for a position to the placement's evaluation – is part of a quality process which defines who is in charge and what the steps are regarding the welcoming and integration of the trainee as well as the supervision by both tutors. This process is formalized in a three-party convention between the student, the IUT department, and the company, in compliance with regulations.

The mission the trainee is entrusted with during the placement is defined by both the company or organization and the department in order to assess both its feasibility and interest for the three parties.

During the placement, the trainee is supervised by a teacher tutor and a tutor from the company/organization.

What are evaluated are the work done within the company, the written report, and the oral presentation. This presentation is delivered in front of a jury that combines people from both the company and the department - an evaluation grid enables the jury to evaluate the skills expected from each student, defined by the activity reference table.

#### Supervised projects

Supervised projects add a professional aspect to academic teachings, which implies favoring the interventions of professionals at different steps of the project to help and accompany "students' projects" teams.

**The supervised project activity, which represents 300 hours of work for the student over the entire program, aims at fostering professional abilities of future graduates, in other words:**

- Putting into practice knowledge and know-how
- Being able to use knowledge and know-how from all the subjects taught during the program
- Learning and applying project management methods
- Developing relation skills

The project's evaluation is based on a criteria grid that enables the evaluation of student's implication within the group.

The global coefficient of the supervised project activity is 8.

### d. Personal and professional project (PPP)

PPP should enable students to conduct thorough research in order for them to have a more precise idea of the many possible career paths and the necessary knowledge and skills. Eventually, students should be able to assess their immediate and future professional desires, their personal aspirations, their assets and weaknesses in order to design a training path consistent with the desired career(s). And finally, PPP aims at acquiring career orientation methods that students will be able to use throughout their professional lives.

Students should be the lead actors in this process. They must achieve their project through built, lived, capitalized experiences which they should be able to compare to other experiences. Professional integration or career change as well as any teaching method aiming at students professionalization, can be mobilized here. The PPP's coefficient is 3.

#### **e. Educational orientation: education through technologies**

The favored educational process is the project methodology.

The number of hours set aside, according to the Arrêté du 3 août 2005, for the Apprendre Autrement enables the teaching team to engage into innovative methods with one goal in mind: the students' success.

Education through teaching enables students to learn and acquire new skills. This educational process enables the implementation of cross activities, role plays, working on real-life cases, management simulations.

These activities integrate several modules, several fields, and even several departments of the IUT.

Within these activities, future IUT graduates maximize their knowledge and know-how, while developing their relation skills, an essential ingredient to the students' integration within the world of work, their capacity to grow and thrive personally and professionally. They will be able to handle current issues and evolutions.

#### **f. Taking into account current economic issues**

The programme pédagogique national of the DUT TC makes sure to take into account current economic issues. Some topics are tackled in specific modules and others are incorporated within subject-specific modules. Some issues are specifically highlighted:

##### **Entrepreneurship**

An "entrepreneurship" module is delivered during the 4<sup>th</sup> semester to teach about the entrepreneurship mindset and business creation or takeover processes. This comprehensive module is an opportunity for students to use their knowledge in business creation management.

##### **Standards**

As part of other modules, the Standards module is part of a more global performance and quality process. Students learn about national and international standards in the different management work fields.

##### **Economic Intelligence**

Information monitoring and protection as well as influence activities are incorporated within the "international environment" module of the 3<sup>rd</sup> semester. This notion will also be tackled within marketing, economics, business strategy, and law modules.

##### **Sustainable development**

Awareness of sustainable development issues related to the corporate world is one of the aspects of all the modules and of the way supervised projects are managed. Students will take into account the impact of their decisions and will be able to identify strategic issues.

##### **Health and safety issues at work**

Health and safety issues at work are part of the "company social psychology" module and the "relation skills development" module.

##### **Project management**

Students are trained to project management techniques – the processes and tools. A module connected to the 2<sup>nd</sup> semester's supervised project is dedicated to that topic.

Project management techniques are used through supervised projects, cross activities, the PPP, placements, and business creation.