



Techniques de Commercialisation

iut Nord Franche-Comté

Bachelor's Degree

3RD YEAR INTERNATIONAL BUSINESS B.U.T.

The Bachelor's degree is a three-year program designed to train versatile professionals in the fields of business, sales negotiation, and communication.

In their second and third years, students in the International Business track are trained in international trade techniques, as well as global purchasing and sales strategies.



SKILLS

Marketing:

Study markets to identify opportunities, develop a marketing strategy by determining positioning, targets and the means to reach them in terms of products/ services, price, communication strategy and distribution strategy.

Negotiation-sales:

Conquer new markets and new clients, meet the needs of professional or individual customers.

CAREERS

International business track: purchasing, sales

- Formulate an international commercial strategy: assess the international environment to identify import and export opportunities, selecting the market(s) most suitable for the company.



100% IN ENGLISH



CASE #1 : I AM AN EXCHANGE STUDENT FROM A STARS EU PARTNER*

If you come from a Stars EU partner*, apply at your home university for a one semester exchange mobility at University Marie et Louis Pasteur.

* Stars Eu partners : Hanze University of Applied Sciences (The Netherlands), University of La Laguna (Spain), Bragança Polytechnic University (Portugal), Hochschule Bremen – City University of Applied Sciences (Germany), Silesian University in Opava (Czechia), University West (Sweden), Cracow University of Technology (Poland), Aleksandër Moisiu University of Durrës (Albania).



CASE #2 : I WANT TO APPLY FOR THE FULL ACADEMIC YEAR AND I LIVE IN A EUROPEAN UNION COUNTRY

You must visit the www.ecandidats.net. There, you can create an account and prepare your application.

ÉTUDES EN FRANCE

CASE #3 : I WANT TO APPLY FOR THE FULL ACADEMIC YEAR AND I DON'T LIVE IN A EUROPEAN UNION COUNTRY

You must visit the www.pastel.diplomatie.gouv.fr/etudesenfrance

There, you can create an account and prepare your application. Here is the application schedule* for the 2026-2027 academic year.

*Please refer to the « Hors DAP » section.

TARGET SKILLS

- **Skill 1 : Marketing Activities**
- **Skill 2 : Sales**
- **Skill 3 : International commercial strategy**
- **Skill 4 : International Sales**

The students will develop their strategic abilities to gain skills that will enable them to gain new markets, manage business activities, buy and sell worldwide.

PREREQUISITES

Level 1 : Purchasing, Logistics & supply-chain

Level 2 : Global Marketing & Communication

Languages : English B2 & French A2

ECTS : 120 credits

Bachelor's Degree



ADVANTAGES

- Company visits
- Human-scale learning environment
- A dynamic student association within the department
- An alumni network to exchange and build one's professional path
- 14 weeks of internship in France or abroad
- Work-study programme available if desired
- 30% of the course taught by professionals from the industry

PROFESSIONAL OPPORTUNITIES

Internships, work-study, personal and professional projects (PPP), learning and assessment situations (SAÉ)...

These are all ways for our students to develop their skills for better professional integration.



IUT Nord Franche-Comté
19 avenue
du Maréchal Juin
BP 527
90016 Belfort cedex
France

Campus

Belfort, Marc Bloch site
47 faubourg des ancêtres

For any questions about the program

03 63 69 93 90

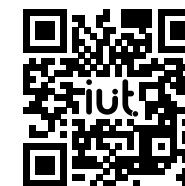
but-techco-belfort@umlp.fr

For any questions about admission

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www.iut-nfc.umlp.fr



More info about the B.U.T.

UNIVERSITÉ
MARIE & LOUIS
PASTEUR

iut Nord
Franche-Comté
BELFORT - MONTBÉLIARD

