



IUT de TROYES

9, rue de Québec
10026 TROYES Cedex
Tél. 0033 (0)3 25 42 46 46
Fax. 0033 (0)3 25 42 71 16
www.iut-troyes.univ-reims.fr

Contacts :

Chef de département :
Gérard GALIPIENZO
gerard.galipienzo@univ-reims.fr

Assistante :
Sylvie HUBERT
sylvie.hubert@univ-reims.fr
Tél. : 0033 (0)3 25 42 46
25

DUT TC Marketing

Application

Your school qualification transcripts will be examined by a jury. B1 level of French is required.

Goals

Become a manager within the marketing department of an industrial, retailing or Service Company.

Training

The training is organized in training units (unités d'enseignement = UE). There are 2 each semester (and one extra UE for professional activities). The training curriculum is composed of various marketing courses and additional modules intended to complete the curriculum of the student in accordance with his project.

Opportunities

Once the students graduate, they are capable of working effectively within a short time. What makes this degree so valuable is the wide diversity of opportunities.

Traditional hiring sectors are :

- Retailing (department manager, sector or store manager in supermarkets)
- Technical products selling (Sales Engineer, Customer Service Representative, Marketing Executive, ...)
- Sales and marketing departments for industrial and service companies (marketing assistant, market research specialist)
- Banking and insurance companies (marketing of financial products and services, marketing assistant or Customer Adviser).

Postgraduate Studies

Licences (equivalent of a bachelor's degree), licences professionnelles (sandwich courses), DU, business schools...





IUT de TROYES

9, rue de Québec
10026 TROYES Cedex
Tél. 0033 (0)3 25 42 46 46
Fax. 0033 (0)3 25 42 71 16
www.iut-troyes.univ-reims.fr

Contacts :

Chef de département :
Gérard GALIPIENZO
gerard.galipienzo@univ-reims.fr

Assistante :
Sylvie HUBERT
sylvie.hubert@univ-reims.fr
Tél. : 0033 (0)3 25 42 46
25

	Training Units	Modules	Hours	ECTS credits
Semester 1	UE11 Discovery of the professional environment	Economical and legal environment	90	30
		Marketing management	80	
	UE12 Tools for personal & professional development	Methodological tools	90	
		Tools for interpersonal relationship	100	
Semester 2	UE21 Tools for marketing analysis	Markets analysis	90	30
		Management techniques	60	
	UE22 Business relationship	Communication and language	110	
		Sale and distribution	100	
Semester 3	UE31 Main marketing skills	Marketing techniques	120	30
		Tools for customer	90	
	Additional modules*	Personal skills development	55	
		Operational skills OR social organization OR macro-environment understanding	60	
Semester 4	UE41 Main marketing skills	Advanced marketing techniques	175	30
	UE42 Job integration	Professional environment	140	
	UE43 Professional activities	Tutored project	300	
10-week internship				

By the end of semester 2, the student will have to choose an option between the following : Insertion DUT, Insertion Licence, Poursuite d'études.

Tests details

Acquisition of knowledge is assessed by regular and continuous test. Validation is acquired as the student gets a grade point average of 10/20 and at least an average mark of 8/20 for each UE. Training units are definitely acquired since the student gets the average mark of 10/20.

Acquisition of UE involves acquisition of ECTS. Each semester is equivalent to 30 credits. Getting your DUT adds up to 120 credits.

