

M1 MARKETING VENTE

| Code | Libellé | ECTS/ COEF | HCM | HTD | Session 1 | | | | | | | | Session de rattrapage | | | | |
|----------|--|---------------|-----|-----|-------------|----------|-----------------------|-------|-------------|--|--------|-------|-----------------------|------------------|---------|-------|--|
| | | | | | RNE | | | | RSE | | | | RNE/RSE | | | | |
| | | | | | quotité (%) | modalité | nature | durée | quotité (%) | modalité | nature | durée | quotité (%) | modalité | nature | durée | |
| DAM7MV00 | SEMESTRE 7 | 30 | | | | | | | | | | | | | | | |
| | BLOC Management stratégique | | | | | | | | | Formation 100% en apprentissage - pas de RSE | | | | | | | |
| DAM7MV10 | UE Management des équipes, comm. interne et innov. collabor. | 3 | 18 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM7MV11 | UE Management de projet | 3 | 18 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM7MV12 | UE Responsabilité Sociale de l'Entreprise | 3 | 18 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM7MV13 | UE Marketing des services | 3 | 18 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM7MV14 | UE Business English 1 | 3 | | 18 | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| | BLOC Stratégies créatives et numériques | | | | | | | | | | | | | | | | |
| DAM7MV20 | UE Communication audiovisuelle | 2 | 6 | 12 | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM7MV21 | UE Innovathon | 2 | | 25 | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM7MV22 | UE Référencement et stratégie de contenu | 3 | 6 | 12 | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| | BLOC Spécialisation | | | | | | | | | | | | | | | | |
| DAM7MV03 | CHOI 2 enseignement au choix parmi 3 | | | | | | | | | | | | | | | | |
| DAM7MV30 | UE Logistique événementielle | 3 | 18 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM7MV31 | UE Stratégie d'innovation | 3 | 18 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM7MV32 | PRJ Recherche collaborative appliq. et innov. en marketing | 3 | | | 100% | CC | | | | | | | 100% | CT | dossier | | |
| | BLOC Méthodologie de la recherche | | | | | | | | | | | | | | | | |
| DAM7MV40 | UE Méthodes de recherche en marketing | 2 | 18 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM8MV00 | SEMESTRE 8 | 30 | | | | | | | | | | | | | | | |
| | BLOC Stratégie de communication | | | | | | | | | | | | | | | | |
| DAM8MV10 | UE Comportement et communication | 2 | 15 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM8MV11 | UE Outils de communication médias et hors médias | 2 | 15 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM8MV12 | UE Social média marketing et influence | 2 | 18 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM8MV13 | UE Initiation à photoshop | 2 | 6 | 12 | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM8MV14 | UE Business English 2 | 3 | | 18 | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| | BLOC Marketing sectoriel | | | | | | | | | | | | | | | | |
| DAM8MV20 | UE Marketing événementiel | 2 | 12 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM8MV21 | UE Marketing du produit | 2 | 12 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM8MV22 | UE Brand management | 3 | 18 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM8MV23 | UE Stratégie cross-canal | 3 | 18 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| | BLOC Spécialisation | | | | | | | | | | | | | | | | |
| DAM8MV03 | CHOI 2 enseignement au choix parmi 3 | | | | | | | | | | | | | | | | |
| DAM8MV30 | UE Marketing sportif et marketing culturel | 3 | 18 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM8MV31 | UE L'IA au service de l'expérience client | 3 | 18 | | 100% | CC | | | | | | | 100% | CT | oral | 15 mn | |
| DAM8MV32 | PRJ Recherche collaborative appliq. et innov. en marketing | 3 | | | 100% | CC | | | | | | | 100% | CT | dossier | | |
| | BLOC Pratiques professionnelles | 3 | | | | | | | | | | | | | | | |
| DAM8MV40 | MEM Mémoire individuel | 3 | | | 100% | CT | mémoire et soutenance | 1h | | | | | | pas de session 2 | | | |