Department of Sales and Marketing

An efficient training program

The Department of Sales and Marketing at the University Institute of Technology of Saint-Brieuc welcomes 400 students. The school offers a 2-year undergraduate program that enables students to acquire knowledge and skills in marketing, sales, communication, management and business administration.

The students enjoy a professional learning environment that combines high academic standards and sociability. They can earn a Technical Degree in Marketing (Diplôme Universitaire de Technologie en Techniques de Commercialisation-DUT TC).

Our team of available and attentive teachers and researchers aims at offering a different way of studying to our students in order to support them in their job search.

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“The Department of Sales and Marketing within the University Institute of Technology in Saint-Brieuc provides our students with a learning framework where performance and sociability perfectly combine. Performance is reached thanks to businesslike tools, educational methods as well as academic and professional opportunities for students after their graduation. Sociability is implemented through professional and personal projects for students. Many professionals (lawyers, consultants, business managers) support our teachers in their missions. Education at the University Institute of Technology is a springboard for students.

If some of our students choose to enter the job market as soon as they graduate (the department of Sales and Marketing centralizes job offers for former students), most of them carry on their studies in France or abroad to get a Bachelor Degree, and then a Master Degree while acquiring professional skills.

In Saint-Brieuc, we also offer 4 professional Bachelor’ Degrees focused on marketing in the food industry, banking and insurance, property management and sales, and distribution networks management.

What is sure, it is that students who have had an experience in a foreign country get a job quicker and see their career go faster. That is why we have decided to offer our student a portfolio of solutions to go abroad for their internship or to do a part of their curriculum with partner Colleges and Universities.”

Bruno Le Roy, Head of the Marketing Department

The DUT TC curriculum is based upon 4 pillars:

- A teaching team composed of teachers, researchers and business people.
- 2 internships for a total of 12 weeks in France or abroad.
- Supervised projects give students real time business practice.
- A personalized tutorship that enables students to build their career plans.

The internship is:

- a period of time during which the student puts into practice the knowledge and skills acquired at University and build his/her career plan;
- a supervised period that is compulsory and assessed. It is part and parcel of the program;
- evaluated with a written report and a presentation;
- subject to a formal agreement between the student, the company and the University of Rennes 1;

The students are fully covered by the University insurance contract.

1st year internship: “Discovery”
Period of internship: at least 4 weeks (starts April 23, 2018)
Objective: To discover the world of business, and specially the sales aspect. It is a training period during which students have frequent contacts with customers either face to face (opening, probing, presenting, handling objection, closing, follow-up) or at distance (telesales).

2nd year internship: “Project”
Period of internship: at least 8 weeks (starts April 3, 2018)
Objective: To manage a mission that may include market research, marketing, communication, sales, human resource management ...

Testimonies of students:

"I worked for six weeks in a top-of-the-range fashion boutique in London. This experience was beneficial for both of us. Thanks to the sales techniques I’ve learnt, I’ve contributed to increase the shop’s sales. I’ve improved my English level and gained more professional skills. The DUT Techniques de Commercialisation courses gives us the competences to succeed in what we have to do during an internship based on selling and life on the shopfloor. It’s one of the reason why my internship was a success.”

Julien Guillaume, 2nd year student (2013-2015)

"My internship in Ottawa was an amazing and unforgettable experience, an immersion in a new culture. Working within a sales team in a cosmetic store taught me how to approach a customer and how to take care of a couple of clients at the same time without being overwhelmed. This internship has allowed me to put into practice my negotiation skills learned at the UIT of Saint Brieuc. It has made my career project clearer.”

Fanny Vaudour, 2nd year student (2013-2015)