

AIMS

6



100%



MASTER OF SCIENCE Artificial Intelligence for Marketing Strategy

By EPITA & EM NORMANDIE

Welcome!

The AIMS dual marketing-AI master is a joint degree between EPITA, an engineering school and EM Normandie, a business school.

The program will prepare students with Al skills to apply technology to enhance an organization's marketing strategies and decision making.

Students completing their degree will be able to perform these main missions:

- Utilize Artificial Intelligence techniques and tools to improve the consumer engagement experience by creating relevant buyer profiles based on KYC "Know Your Customer" concepts.
- Apply Artificial Intelligence to monitor and analyze social engagement activity to assist in understanding the market's perception of a brand.
- Employ Artificial Intelligence to provide the company with relevant, timely and precise customer service and social media interaction.
- Engage Artificial intelligence in content optimization to boost the visibility and drive traffic to brands websites, building a high-impact content strategy.
- + Exploit computer vision to revolutionize the visual engagement strategy.



Our Master of Science in Artificial Intelligence for Marketing Strategy (AIMS) will provide marketing strategists the ability to apply innovative and disruptive technologies, better enabling an organization to create, predict and fulfil market demand.

Graduates of our program will support and empower managers by providing them with enhanced decision making processes engaging the most innovative "martechs".

SCHOOL HIGHLIGHTS





1st bilingual engineering school in France dedicated for Computer Science



A Business School holder of many national & international accreditations: AACSB, EQUIS, BSIS & Conférence des Grandes Écoles



5 Campuses: Paris, Lyon, Toulouse, Strasbourg & Rennes **5** Campuses: Caen, Le Havre, Paris, Dublin & Oxford

+860 external speakers

+95 lecturers

+200 partner universities

5000 partner companies

+20000 members of the EM Normandie Alumni association



50% international faculty



+80 partner universities







+8000 members of EPITA Alumni association

PROGRAM STRUCTURE

	SPRING INTAKE	MAR JUN	SEP	JAN AP	R OCT
	FALL INTAKE	SEP •	JAN	APR SE	P OCT MAR
		SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 4
18 MONTHS MSc PROGRAM		(30 ECTS) 240 Hrs	(30 ECTS) 240 Hrs	(30 ECTS) 240 Hrs	(30 ECTS)
	MSc in Artificial Intelligence for Marketing Strategy	Technical Foundation	Data Science	Applications of Artificial Intelligence	
		Marketing Foundation	Digital Marketing	Artificial Intelligence for Marketing	≧ ≡ Internship
		Cultural Integration	Business Exposure	Business Exposure	internanp
		Management & Soft Skills	Management & Soft Skills	Management & Soft Skills	
			Learning Trip to Dublin*	End of Yea Project + Dissertation	
			December for Spring intak	e	

Program

	Teaching Unit	Course	
SEMESTER 1	Cultural Integration	Cultural Integration Workshop French Language Program MSc (A1)	
	Foundation in Marketing	Operational Marketing Concepts Strategic Marketing Principles	
	Management & Soft Skills	Multi-cultural management Global leadership Web project Management	
	Technical Foundation	Data Privacy By Design Mathematics for Data Science Python & Algorithm Workshop: Initiation Technical Orientation & Computer Literacy Introduction to Computer Science	
SEMESTER 2	Business Exposure	French Language Program MSc (A2) Learning Trip to Dublin 🛩 The Ethics of Artificial Intelligence	
	Data Science	Data Visualization Introduction to Deep Learning Introduction to Machine Learning	
	Digital Marketing	Customer Relationship Management (CRM) Introduction to Gamification, Augmented reality & Virtual reality Introduction to User Experience & Bots Searching Engine Advertising Principles (SEA) Searching Engine Optimization Principles (SEO) Digital Public Relations	
	Management & Soft Skills	Communication for Leaders Legal Research Methodology #1	

Teaching Unit Course **Computer Vision & Image Analysis** Applications Natural Language Processing of Artificial Applications Intelligence Recommender System AI for Customer Relationship Management (CRM) Artificial Intelligence in UE and Bots S Artificial Implementation Intelligence for SEMESTER DMP, Predictive analysis & Data Marketing intelligence and KPI (Analytics) Gamification, Augmented reality & Virtual reality Workshop using AI **Business** Dissertation Exposure End of Program Project French Language Program MSc (A2-B1) Management & Negotiation Soft Skills Research Methodology #2 4 SEMESTER Internship



APPLICATION

Fees

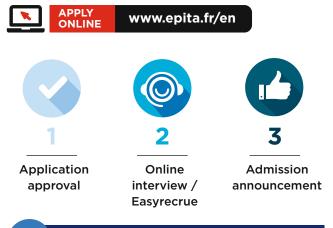
- ► Application fees: 60€
- ▶ Program fees: 19 400€ (including a 1 week learning trip to Dublin)

Requirements

Pre-requisites: 3-year or 4-year of higher education.
 Bachelor or Master in any domain.

ADMISSION

The admission process is fully automated, and the application should be submitted online on our page.



Status of an application is communicated by email during each phase of the procedure.

Checklist

- ► Resume
- Passport
- Official university transcripts
- Certified copy of the bachelor's degree certificate
- Certified copy of the High School certificate
- 2 letters of recommendation
- ► TOEFL 80, TOEIC 800, IELTS 6.0
- Motivation letter

CAREERS

- Data Enabler
- Data Visualization Consultant
- Marketing Data Analyst
 Data Planner
- Entrepreneur
- Customer intelligence manager
- E-marketer
- Operational researcher
- Business Intelligence Consultant
- Data Manager

CAMPUSES

Paris

► EPITA Paris 14-16 rue Voltaire 94270 Le Kremlin-Bicêtre FRANCE

► EM Normandie 64 rue du Ranelagh 75016 Paris FRANCE

Dublin

Data Analyst

Data Strategist

Data Scientist

Marketing Scientist

Big Data Consultant

Marketing Strategist

CRM/credit analysis

Business Data Analyst

Expert/Analyst in marketing

analysis/marketing research/

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