

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**





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

#### Program

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

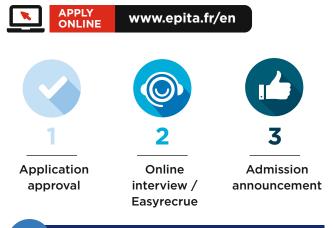
- ► Application fees: 60€
- ▶ Program fees: 19 400€ (including a 1 week learning trip to Dublin)

#### 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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- f 🗾 in STAY IN TOUCH with us