



AIMS

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 AI 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.



Objective

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: EQUIS, AACSB, AMBA & Conférence des Grandes Écoles



5 Campuses: Paris, Lyon, Toulouse, Strasbourg & Rennes

6 Campuses: Caen, Le Havre, Paris, Dubai, Dublin, Oxford



50% international faculty

+800 external speakers

+100 lecturers



+80 partner universities

+200 partner universities



+2500 partner companies

5000 partner companies



+8000 members of EPITA Alumni association

+23000 members of the EM Normandie Alumni association

PROGRAM STRUCTURE

18 MONTHS
MSc PROGRAM



AIMS

MSc in Artificial Intelligence for Marketing Strategy

SPRING INTAKE MAR JUN SEP JAN APR OCT
FALL INTAKE SEP JAN APR SEP OCT MAR

SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 4
(30 ECTS) 240 Hrs	(30 ECTS) 240 Hrs	(30 ECTS) 240 Hrs	(30 ECTS)
Technical Foundation	Data Science	Applications of Artificial Intelligence	 Internship
Marketing Foundation	Digital Marketing	Artificial Intelligence for Marketing	
Cultural Integration	Business Exposure	Business Exposure	
Management & Soft Skills	Management & Soft Skills	Management & Soft Skills	



Learning Trip to Dublin*



End of Year Project + Dissertation

*December for Spring intake

B1 IN FRENCH

ENGLISH

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
SEMESTER 3	Applications of Artificial Intelligence Computer Vision & Image Analysis Natural Language Processing Applications Recommender System
	Artificial Intelligence for Marketing AI for Customer Relationship Management (CRM) Artificial Intelligence in UE and Bots Implementation DMP, Predictive analysis & Data intelligence and KPI (Analytics) Gamification, Augmented reality & Virtual reality Workshop using AI
	Business Exposure Dissertation End of Program Project
	Management & Soft Skills French Language Program MSc (A2-B1) Negotiation Research Methodology #2
SEMESTER 4	 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.



APPLY
ONLINE

www.epita.fr/en



1

Application
approval



2

Online interview
/ Easyrecrue



3

Admission
announcement



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
- ▶ Entrepreneur
- ▶ Customer intelligence manager
- ▶ E-marketer
- ▶ Operational researcher
- ▶ Business Intelligence Consultant
- ▶ Data Manager
- ▶ Data Analyst
- ▶ Data Strategist
- ▶ Data Planner
- ▶ Marketing Scientist
- ▶ Big Data Consultant
- ▶ Data Scientist
- ▶ Marketing Strategist
- ▶ Expert/Analyst in marketing analysis/marketing research/ CRM/credit analysis
- ▶ Business Data Analyst

CAMPUSES



Paris

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

▶ **EM Normandie**
30-32 rue Henri Barbusse
92110 Clichy
FRANCE

Dublin

▶ **EM Normandie**
Ulysses House
22-24 Foley Street
Dublin 1 - D01 W2T2
IRELAND

▶ epita.fr/en

▶ em-normandie.com



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