



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: AACSB, EQUIS, BSIS & Conférence des Grandes Écoles



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

5 Campuses: Caen, Le Havre, Paris, Dublin & Oxford



50% international faculty

+860 external speakers

+95 lecturers



+80 partner universities

+200 partner universities



+2500 partner companies

5000 partner companies



+8000 members of EPITA Alumni association

+20000 members of the EM Normandie Alumni association

PROGRAM STRUCTURE

18 MONTHS
MSc PROGRAM



	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)	
MSc in Artificial Intelligence for Marketing Strategy	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		Teaching Unit	Course	
SEMESTER 1	Cultural Integration	Cultural Integration Workshop French Language Program MSc (A1)	SEMESTER 3	Applications of Artificial Intelligence	Computer Vision & Image Analysis Natural Language Processing Applications Recommender System	
	Foundation in Marketing	Operational Marketing Concepts Strategic Marketing Principles		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
	Management & Soft Skills	Multi-cultural management Global leadership Web project Management			Business Exposure	Dissertation End of Program Project
	Technical Foundation	Data Privacy By Design Mathematics for Data Science Python & Algorithm Workshop: Initiation Technical Orientation & Computer Literacy Introduction to Computer Science			Management & Soft Skills	French Language Program MSc (A2-B1) Negotiation Research Methodology #2
SEMESTER 2	Business Exposure	French Language Program MSc (A2) Learning Trip to Dublin The Ethics of Artificial Intelligence	SEMESTER 4		 Internship	
	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				



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.



1

Application approval



2

Online interview / Easyrecrue



3

Admission announcement



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
64 rue du Ranelagh
75016 Paris
FRANCE

Dublin

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

- ▶ epita.fr/en
- ▶ em-normandie.com

STAY IN TOUCH with us