



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) provides 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



7 Campuses: Paris (Kremlin-Bicêtre, Villejuif, La Défense), Lyon, Toulouse, Strasbourg & Rennes

7 Campuses: Caen, Le Havre, Paris, Boston (2025), Dubaï, Dublin & Oxford



50% international faculty

+800 external speakers

+115 lecturers



+90 partner universities

+200 partner universities



+2500 partner companies

5000 partner companies



+10000 members of EPITA Alumni association

+26000 members of the EM Normandie Alumni association

PROGRAM STRUCTURE

18 MONTHS
MSc PROGRAM



MSc in Artificial Intelligence for Marketing Strategy

	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	 6-month internship in a Company
	Marketing Foundation	Digital Marketing	Artificial Intelligence for Marketing	
	Cultural Integration		Management & Soft Skills	
	Management & Soft Skills	Management & Soft Skills	Management & Soft Skills	

Learning Trip to Dublin
 End of Year Project + Dissertation

////// B1 IN FRENCH

ENGLISH

Program

	Teaching Unit	Course	Teaching Unit	Course
SEMESTER 1	Cultural Integration	Cultural Integration Workshop General French (All levels)	SEMESTER 3	Applications of Artificial Intelligence
	Foundation in Marketing	Operational Marketing Concepts Strategic Marketing Principles		Computer Vision & Image Analysis Natural Language Processing Applications Recommender System Ethical Development of AI Applications Disruptive Technology in Business
	Management & Soft Skills	Working in a Multicultural Environment Communication for Leaders Managing Artificial Intelligence		Artificial Intelligence for Marketing
	Technical Foundation	Data Privacy by Design Introduction to Python Python & Mathematics for Data Science BootCamp Technical Warmup	Management & Soft Skills	AI for Customer Relationship Management (CRM) Artificial Intelligence in UE and Bots Implementation Data Driven Marketing & Advertising Gamification, Augmented Reality & Virtual Reality Workshop using AI General French (All levels) Dissertation End of Program Project Research Methodology
SEMESTER 2	Data Science	Data Reporting & Visualization Introduction to Deep Learning Introduction to Machine Learning Knowledge Representation & AI History Digital Transformation	SEMESTER 4	 6-month Internship in a Company
	Digital Marketing	Customer Relationship Management (CRM) Introduction to User Experience Digital Marketing Analytics (SEA/SEO) Social Media Strategy		
	Management & Soft Skills	General French (All levels) Learning Trip to Dublin Career Project Elaboration Designing Responsible Artificial Intelligence Project Management Principles		



APPLICATION

Fees

- ▶ Application fees: 60€
- ▶ Program fees: 19400€

Requirements

- ▶ Pre-requisites: 3-year or 4-year 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



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
- ▶ 2 letters of recommendation
- ▶ TOEFL 80, TOEIC 800 or 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

    STAY IN TOUCH with us