

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.



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



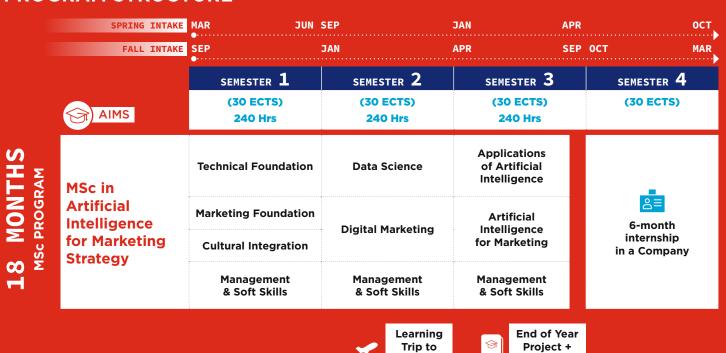
+2500 partner companies

5000 partner companies



+10000 members of EPITA Alumni association +26000 members of the EM Normandie Alumni association

PROGRAM STRUCTURE



Dublin

Program

	Teaching Unit	Course
SEMESTER 1	Cultural Integration	Cultural Integration Workshop
		General French (All levels)
	Foundation in Marketing	Operational Marketing Concepts
		Strategic Marketing Principles
	Management & Soft Skills	Working in a Multicultural Environment
		Communication for Leaders
		Managing Artificial Intelligence
		Data Privacy by Design
	Technical Foundation	Introduction to Python
		Python & Mathematics for Data Science
		BootCamp
		Technical Warmup
	Data Science	Data Reporting & Visualization
		Introduction to Deep Learning
		Introduction to Machine Learning
7		Knowledge Representation & Al History
		Digital Transformation
	Digital Marketing	Customer Relationship Management (CRM)
盗		Introduction to User Experience
ST		Digital Marketing Analytics (SEA/SEO)
SEMESTER		Social Media Strategy
	Management & Soft Skills	General French (All levels)
		Learning Trip to Dublin 🌱
		Career Project Elaboration
		Designing Responsible Artificial Intelligence
		Project Management Principles

	Teaching Unit	Course
SEMESTER 3	Applications of Artificial Intelligence	Computer Vision & Image Analysis Natural Language Processing Applications Recommender System Ethical Development of AI Applications Disruptive Technology in Business
	Artificial Intelligence for Marketing	Al for Customer Relationship Management (CRM) Artificial Intelligence in UE and Bots Implementation Data Driven Marketing & Advertising Gamification, Augmented Reality & Virtual Reality Workshop using Al
	Management & Soft Skills	General French (All levels) Dissertation End of Program Project Research Methodology
SEMESTER 4		6-month Internship in a Company

Dissertation

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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.



ONLINE

www.epita.fr/en



Application approval



Online interview



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









