

Field of study **Sciences and engineering**
Management, Economy,
Communication

Training available in

Apprenticeship	Initial training
Continuing education	Recognition of prior learning

How to apply :

<https://www.univ-gustave-eiffel.fr/en/formation/applications-and-enrolment/applications>

Course venue :

Campus Marne la Vallée - Champs sur Marne - Bâtiment Bois de l'Étang 5 Boulevard Descartes 77420 Champs-sur-Marne

Calendar :

Work-study programme or professional contract: The contract can be started at the beginning of the academic year in early September - 2 or 3 days at the company and 3 or 2 days at the University each week, depending on the work-study schedule - 5 days at the company (full-time) from the end of April until the end of the contract. Initial training: - 3 or 2 days at the University depending on the week - work placement starting at the end of April Possibility of a long work placement starting in September on a work-study basis

Contacts :

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More information :

For further details :

<https://www.univ-gustave-eiffel.fr/international/etudiants-internationaux>

Service Information,

Orientation et Insertion Professionnelle (SIO-IP) :

sio@univ-eiffel.fr / Tel : +33 1 60 95 76 76



IAE PARIS-EST
École de management
UNIVERSITÉ PARIS-EST CRETEIL - UNIVERSITÉ GUSTAVE EIFFEL



Master's degree Economics of companies and markets Data Analyst - Market research



UFR de Sciences Économiques et de Gestion (SEG)
IAE Paris-Est

Master's degree M2

TO GET THERE

Students who have successfully completed M1 or with a four-year graduate diploma, who have a good grasp of the field of marketing and/or skills in quantitative techniques. Eligibility based on application file and admission based on an interview in which the jury assesses the level of knowledge of the candidate. TOEIC above 800 points recommended and IAE Message Score compulsory.

ACQUIRED SKILLS

Quantitative techniques: data analysis, applied micro-econometrics, survey statistics, interview techniques, panel data, geo-data, time series, impact assessment, data mining, scoring, theory and practice of opinion polls, STATA, SAS and R software, Python language.

Specific skills: brands and products, marketing simulation, market research.

YOUR FUTURE CAREER

Marketing research assistant and manager, assistant to the marketing director, product strategy consultant, market research consultant, brand management consultant, market research and poll manager.

All pathways, professional: data analyst; economic and statistical, sectoral, national or international research officer, in a company or public administration; programme evaluation consultant; database administrator; data scientist.

All pathways, research: PhD in Economics, design engineer, research engineer, teacher-researcher, researcher. A PhD thesis at Université Gustave Eiffel (subject to having taken the research dissertation option in M2 and undertaken a research placement at the university).

BENEFITS OF THE PROGRAM

Training programme for a relatively small number of students in close contact with the teaching staff and high professional standards. Possibility of a research pathway associated with the CNRS TEPP (Public Policy Theory and Evaluation) federation.

More information



PROGRAM

SEMESTER 3

Analyser les données

Analyse des données (ECTS:3)

Data mining et scoring (ECTS:3)

Big Data et web-analytics (ECTS:3)

Avoir une vision stratégique

Théorie des jeux et stratégie d'entreprises (ECTS:3)

Economie comportementale (ECTS:3)

Conférences professionnelles (ECTS:3)

Etudier les marchés

Etudes et décisions Marketing (ECTS:2)

Principes de Marketing (ECTS:2)

Etudes de cas Marketing (ECTS:2)

Echanger

Business English (ECTS:3)

Management de projet classique et Agile (ECTS:3)

SEMESTER 4

Analyser les données

Panels et géo-données (ECTS:3)

Time Series Analysis & Forecasting (ECTS:3)

Understanding the machine learning algorithms (ECTS:3)

Avoir des compétences certifiées

Simulations marketing (ECTS:3)

Anglais - préparation du TOEIC (ECTS:3)

Certification SAS (ECTS:3)

Réaliser une étude complète

Mémoire professionnel (ECTS:15)