

UFR Sciences Economiques et de Gestion

MASTER (EN) ECONOMY OF THE COMPANY AND THE MARKETS



DATA ANALYST - MARKET RESEARCH

MASTER (EN) M2

FIELD Droit, Economie, Gestion

Course suitable for

Initial Education
Continuing Education
Recognition of prior learning
Apprenticeship

- How to apply :

Procédure de candidature sur la plateforme "eCandidat" :
<https://candidatures.u-pem.fr>, à partir du mois de mars.

- Course venue :

Université Gustave Eiffel - Bâtiment Bois de l'Etang (Champs-sur-Marne)

- Calendar :

Work-study or professional contract : Possibility to start the contract at the beginning of September. - 2 or 3 days in the company and 3 or 2 days at the University each week depending on the work-study schedule - 5 days in the company (full time) from the end of April until the end of the contract. In initial training : - 3 or 2 days at the University depending on the weeks - internship from the end of April Possibility of a long internship from September on the rhythm of the work-study program.

- Contacts :

- Academic coordinator : DMITRIJEVA Jekaterina
- Academic secretary : MONNIER Delphine
Phone number : 01.60.95.70.69
Email : Delphine.Monnier@u-pem.fr

For further details :

Information, Career guidance and Professional integration
Department

(SIO-IP) : sio@u-pem.fr / +33 1 60 95 76 76



ENTRY REQUIREMENTS

M2: students who have successfully completed M1 or with fourth-year graduate diplomas who have a good grasp of the methods and concepts of the chosen specialism. Eligibility based on a study of the file and admission based on a motivation interview in which the jury assesses the level of knowledge of the candidate. TOEIC higher than 800 points recommended and Score Message IAE mandatory.

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

All pathways, professional path: Data Analyst; statistics and economics, sectoral, national or international research officer in a company or in government agencies; programme evaluation consultant; All pathways, research path: PhD in Economics, research engineer; lecturer-researcher; researcher; database administrator, data scientist. That is do a PhD thesis at the UPEM (provided they have taken the research dissertation option in M2 and undertaken a research placement at the UPEM).

BENEFITS OF THE PROGRAM

Training program for a relatively small number of students in close contact with the teaching staff which is also in high demand professionally. Possibility of a research pathway associated with the CNRS TEPP (Public Policy Theory and Evaluation) federation.

STUDY PROGRAM

SEMESTER 3

ANALYSING DATA

Data analysis
Data mining and scoring
Big Data and Web-analytics

STRATEGIC VISION

Game theory and company strategy
Behavioural economics
Professional conferences

STUDYING THE MARKETS

Marketing studies and decisions
Consumer behaviour
Marketing case studies

DISCUSSION

Business English
Business law

SEMESTER 4

ANALYSING DATA

Panels and geo-data
Time Series Analysis & Forecasting

CERTIFIED SKILLS

Marketing simulations
English - TOEIC preparation
SAS Certification

CARRYING OUT A COMPLETE STUDY

Professional Thesis