

How AMSE WILL STAY COMPETITIVE IN THE BIG DATA ACADEMIC STUDY MARKET ?

Marketing Customer Centric Methodology

Marie BRUGUET – Hadare IDRISSOU – Ben ILBOUDO – Antoine PINTO – Baiyu ZHANG

SHOULD YOU COME IN AMSE ?

Professional aspects

Support in
finding an
internship

Difficulty in doing a
Machine Learning thesis

Network

Professional
courses

Organisation

Not enough
programming
skills in M2

Closer monitoring
of student in
difficulties ?

More
supervising
from the
administration
to the professors

Environment to study

Availability
of the
teachers

Good access
to teaching
materials

Prestigiousness

Participate in
competition

Good
research
power

Find out about
competitors
(TSE/PSE) ?

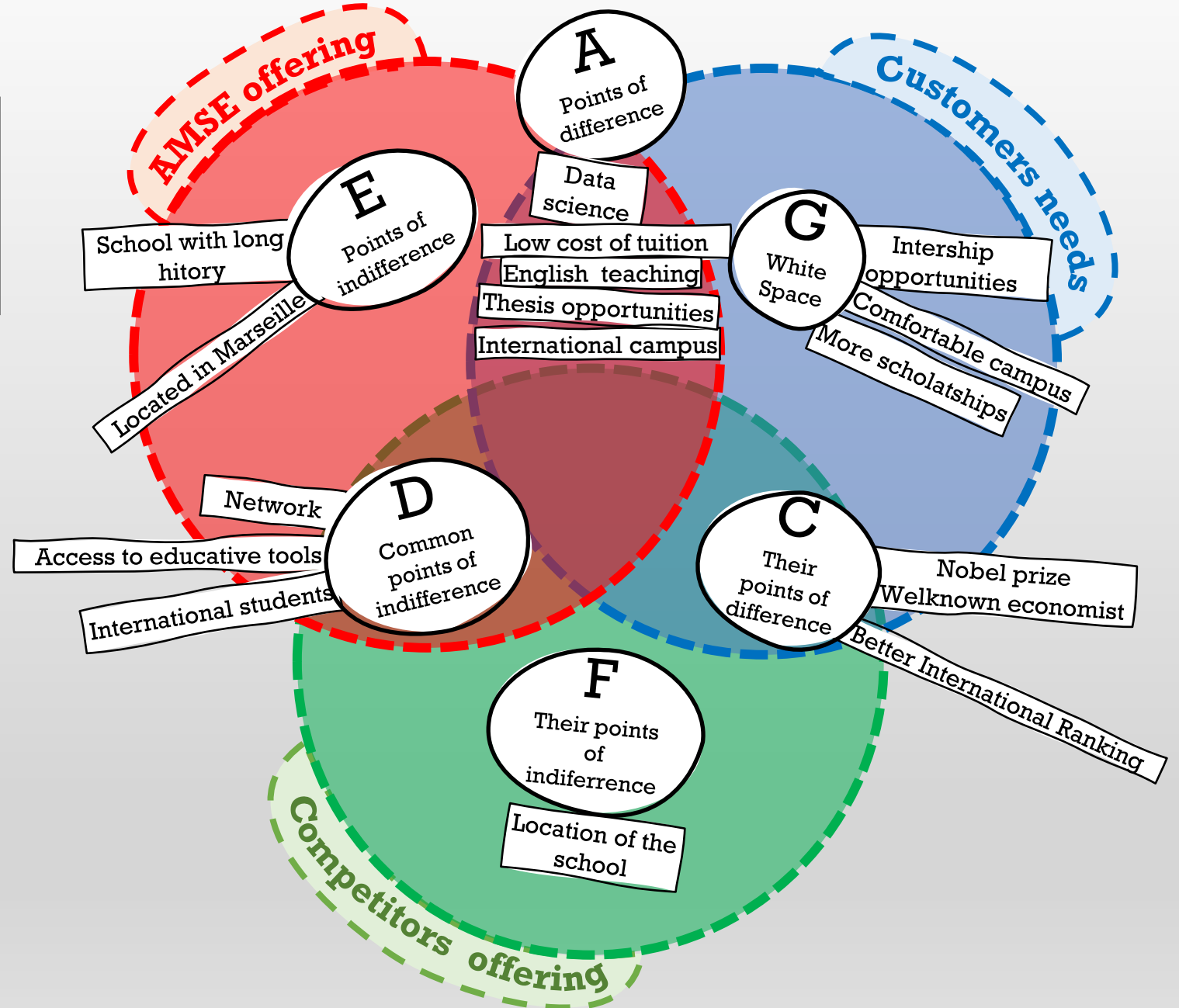
Analysis of students needs

Factors student consider	Importance of factor	Us	Competitor	Area of 3 cricles
City of Marseille	Important	Well	Poorly	A
Bilingual curriculum	Important	Well	Somewhat well	C
Data Science for economists	Important	Well	Poorly	A
Academic ackwoledge (Nobel prize / Welknown economist)	Not Important	Poorly	Well	F
Professionalization of the university curriculum	Important	Well	Somewhat well	C
Possibility of doing a thesis	Important	Somewhat well	Poorly	A
Alumni / Student network	Important	Somewhat well	Somewhat well	B
Access to educative tools (librairie, computer, online resources ..)	Important	Well	Well	B

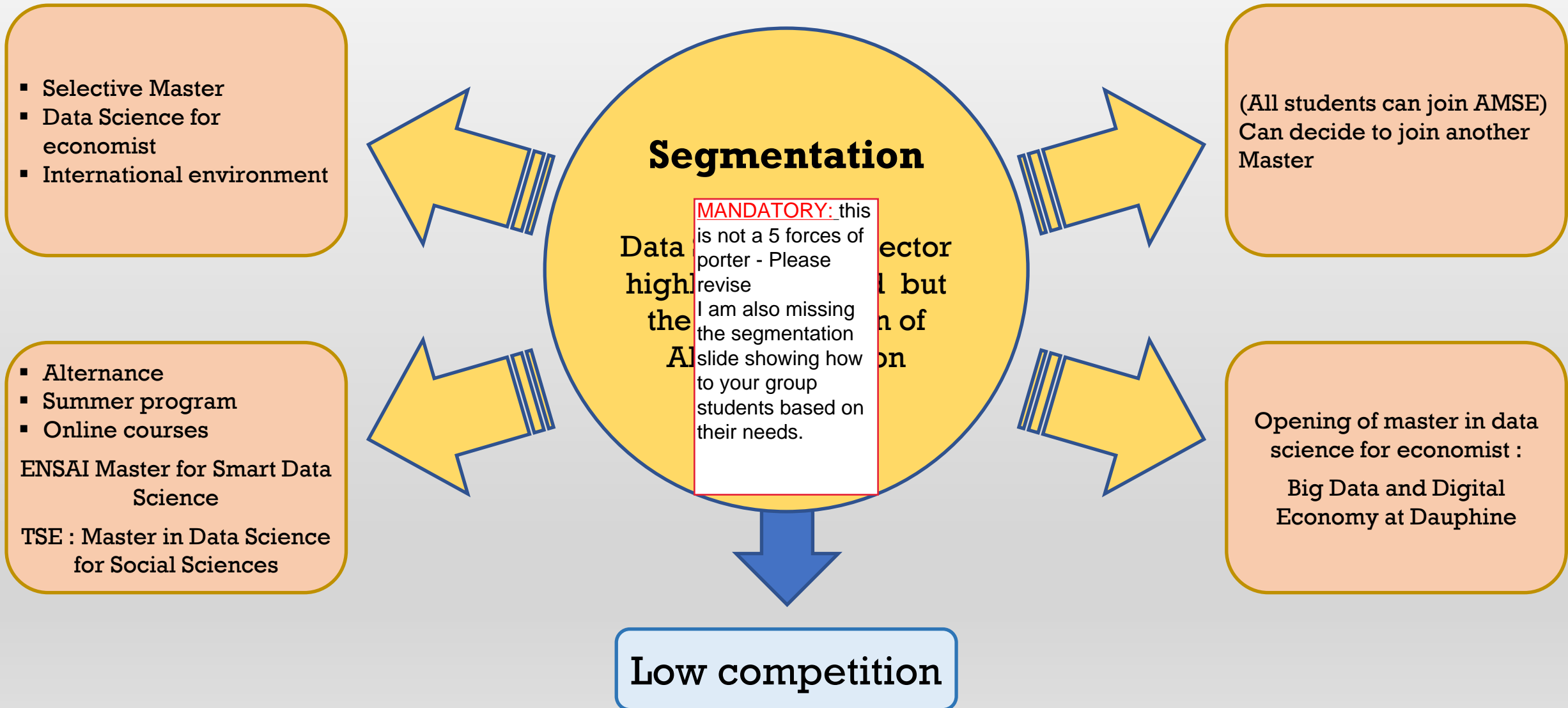
3 circles analysis

MANDATORY:

you need to update this as it is not what you show in your table before
Example: Located in Marseille = A
Here is E



5 forces of Porter : competitive environment at AMSE



Value proposition

