



100 %  
ENGLISH

# URBAN PLANNING & CITY BRANDING

at the **École des Ingénieurs de la Ville de Paris**

GRADUATE  
PROGRAM

## PROGRAM'S OFFER

Multidisciplinary perspective  
on complex & field-related  
urban challenges

- sustainable planning
- mobility
- urban governance

## PROGRAM'S CORE

- Seminars focusing on planning & mobility themes
- Territorial marketing module
- Case studies from international urban contexts

## ENTRY REQUIREMENTS

- BSc / BEng degree
- French equivalent *licence* preferably in
  - civil engineering
  - urban planning
  - architecture
- 1<sup>st</sup> & 2<sup>nd</sup> year students of relevant Master degrees
- International students from partner institutions (no fees)
- Free transfer students from non-partner institutions (tuition fees 2180 €)
- English level: B2

20th

May

Application  
DEADLINE

19<sup>TH</sup>  
sep.  
22

Program  
START

27<sup>TH</sup>  
jan.  
23

Program  
END

## YOUR FUTURE SCHOOL : EIVP

- Founded in Paris in 1959
- Only institution in France that delivers a degree in urban engineering
- Part of the *Conférence des Grandes Écoles* (CGE)
- Founding member of the Gustave Eiffel University
- Coherent international strategy

This diploma is approved by the *Commission des Titres d'Ingénieurs* (CTI) which is an independent body for the evaluation of higher education engineering institutions

A network consisting of business and engineering schools that train their students for excellence

Which is ranked first in France in the fields of civil engineering and transport

Through ERASMUS+ BRAFITEC, among other programs

## SKILLS TO BE ACQUIRED

- Capacity to analyze /compare /deal with
  - different transportation systems
  - mobility practices
  - public action
- Ability to recognize local assets and competitive advantages to optimize a territorial offer
- Ability to produce
  - an urban diagnosis
  - a planning program
  - a project for the development of a small urban area
- Skills to communicate with various stakeholders throughout the urban development process
- Experience in executing theoretically grounded academic research
- High awareness /solid skills to understand cultural diversity

**NATIONAL &  
INTERNATIONAL  
LEVELS**

## PROGRAM STRUCTURE

### COURSES - DELIVERED BY RENOWNED EXPERTS

### TEACHING METHODS

1• Masterplanning Project

Project

2• Geographic Information Systems

Class lectures

3• City Branding

Class lectures

4• Masterplanning & transport issues

Class lectures & conferences

5• Research track

Research program with  
Gustave Eiffel University  
in Marne-La-Vallée



## 1. MASTERPLANNING PROJECT

- Practical experience to design an urban development plan
- Work on a small urban area located in the Paris region with practical transformational challenges
- Professional documentation and contacts of key people to carry out your analysis under real-life conditions

**AT THE END OF THE PROJECT, YOU WILL HAVE ACQUIRE THE EXPERTISE NEEDED TO**

- Conduct an in-depth diagnosis of an urban area
- Identify community needs
- Co-develop planning solutions with various urban stakeholders

## 2. GEOGRAPHIC INFORMATION SYSTEMS COURSE

- Create and manipulate meaningful data for the *Masterplanning Project* study area under QGIS environment
- Explore various data sources/sets : open data sites and web services from the City of Paris, *Institut Géographique National*, *Agence Parisienne d'Urbanisme*, etc.
- GIS tools will be combined with other softwares for optimal management, analysis and visualization of relevant data

## 3. CITY BRANDING COURSE

- Original yet highly typical approach for urban governance issues
- Opportunity to reflect on the impact of urban projects on territorial attractiveness, for both visitors and investors

**AS A FUTURE CITY PLANNER / CONSULTANT**

**/ POLICY ANALYST**, you will always face with the challenge of making your city stand out in a highly competitive environment



## 4. MASTERPLANNING & TRANSPORT ISSUES

- Cross-disciplinary and innovative introduction to the theory and methods related to contemporary mobility, urban environments and sustainable planning
- Strengthen your capacity to understand and analyze the environmental matters of urban planning

## 5. RESEARCH TRACK COURSE

- Supervising researcher provides methodological expertise and academic guidance
- Spans the whole semester

### CONTACT

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### APPLICATION & MORE INFO

[www.eivp-paris.fr/urban-planning-and-city-branding](http://www.eivp-paris.fr/urban-planning-and-city-branding)

