URBAN PLANNING & CITY BRANDING
at the École des Ingénieurs de la Ville de Paris

Fall Semester

PROGRAM'S OFFER
Multidisciplinary perspective on complex & field-related urban challenges
- sustainable planning
- mobility
- urban governance

ENTRY REQUIREMENTS
• BSc / BEng degree
• French equivalent licence preferably in
• 1st & 2nd 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

PROGRAM'S CORE
• Seminars focusing on planning & mobility themes
• Territorial marketing module
• Case studies from international urban contexts

15th May 23
Mid-Sept 23
Mid-Jan 24

Application DEADLINE
Program START
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...
- Ability to recognize local assets and competitive advantages to optimize a territorial offer
- Ability to produce...
- 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

- Different transportation systems
- Mobility practices
- Public action
- An urban diagnosis
- A planning program
- A project for the development of a small urban area

Program Structure

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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

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