

## **A record recruitment year and a new brand identity for EM Normandie**

#NewShoolYear #EMNormandie #OldSchoolYoungMind

After two record years in 2016 and 2017, EM Normandie is again experiencing an increase in student numbers for this 2018-2019 academic year. 1,300 new students have just joined the initial education degree programmes - a 6% increase over last year - which confirms its development dynamics. This Business School is now welcoming nearly 4,000 students and professionals for initial and continuing education degree programmes on its five campuses. On 10 September, the official academic year inauguration day was organised simultaneously on all five campuses. The highlight of the day was the release of the new brand identity for the school by Director General Jean-Guy Bernard.

### Grande Ecole Programme, a confirmed attractiveness

As it did last year, the **Grande Ecole Programme** (Master in Management) alone has attracted 1,100 new students. The main recruitment route is still the Post-Bac SESAME test bank with 650 new students joining us, equally spread between Caen and Paris. In addition, for the first time, the Oxford campus is welcoming year 1 students who wish to give an international dimension to their study paths right from the start.

All 80 places offered through the Post Classes Préparatoires BCE test bank have been taken so that the school is recording a +23% growth on this market, where candidates are especially sensitive to its double EQUIS & AACSB accreditation and its rise in rankings. The other recruits have joined EM Normandie via the Passerelle 1 & 2 national test banks (post-bac +2, 3 & 4) and the international Passworld Master test bank.

### Bachelor in International Management, a popular programme

The **Bachelor in International Management** is recording a marked progress in recruitment with 58% more students registered. 57 young Baccalauréat holders are joining year 1 and 54 diploma holders have entered year 3 via the Atout+3 test bank, Passworld Bachelor test bank and the HE diploma holders integration scheme. This pronounced success reflects the relevance of the programme which combines the following strong points: accreditation as a Bac+3 undergraduate programme, professionalisation and international orientation. This programme is more and more popular among students who are looking for a 3-year programme which will give them real openings on the employment market or the option to continue their studies towards a 5-year Master's degree.

In addition, about 60 holders of 4 or 5-year degrees are joining the MS and MSc programmes to acquire in one year a dual specialisation or to specialise in HRM, marketing, logistics, finance or digital industry.

## A new brand identity for EM Normandie



On the academic year inauguration day, EM Normandie revealed its new logo to its student community and staff. Much in the tradition of the previous one, it is still square shape to highlight the stable aspect of the school.

Red still prevails, a warm colour which symbolises courage and boldness by excellence, but with a more luminous and brighter hue to give a more modern aspect.

The change comes with the EM monogram which stands for 'Ecole de Management', set in the centre of the logo it shows clearly what our core business is.

Associating 'Normandie' and 'Business School' is a way to show both the historical territorial roots of the school while emphasizing its international dimension. Finally, 1871 refers to the year EM Normandie was founded, one of the first French Business Schools, and this point out its long-standing tradition.

The new baseline '**Old School, Young Mind**' enhances the message conveyed by the visual identity by drawing alongside old and modern, stability and agility, experience and capability to take up the new challenges of the knowledge economy. This asserts the School's determination 'to be and to forge ahead' and its ability to re-invent itself, thanks to the contribution of the successive generations it hosts.

Within the next few days, EM Normandie will release its new communication campaign for 2018-2019 which is articulated around these potent axes.

To view the video: <https://youtu.be/XYqmKx5CkV0>

### More about EM Normandie

EM Normandie, which was founded in 1871 as one of the first French Business Schools, has now reached an unquestionable status as an institution of reference on the Business School scene. The school has been accredited by EQUIS, AACSB International and EPAS (EFMD) for its pre-experience Grande Ecole Programme. On its five campuses in Caen, Le Havre, Paris, Oxford and Dublin EM Normandie welcomes some 4,000 students and professionals, and has an Alumni network of almost 17,500 members across the world. EM Normandie trains the managers of tomorrow, as future responsible executives prepared for leading change in a multicultural environment, and it also coaches employees and senior managers throughout their careers.

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