# MICA
## THE SCHOOL OF IDEAS

powered by
## upGrad

# Advanced Certificate in
# Digital Marketing & Communications

**4 - 10 Months** | **Online**

2 Tracks | 6 Specialisations | Offline Industry Immersion

# Fuelling Success through
## Digital Marketing Innovation

# About MICA x upGrad

**Eight Years of Excellence,
One Powerful Program**

# 15000+
## Learners

# 80+
## Batches

# 2500+
## Success stories

## About MICA

MICA – The School of Ideas, established in 1991, is recognised as one of Asia-Pacific's leading business management institutions. Renowned for its expertise in Integrated Marketing Strategy, Digital Transformation, Marketing, Creativity, and Communication, MICA is often referred to as the 'Mecca of Marketing' within the industry.

### Complete the program to gain:

- An executive alumni status from MICA
- Access to a vibrant community of marketers
- Access to MICA's online library

# Program Impact: Success Stories

## Arunima
**Before upGrad:** Management Trainee — The Aayons Network
**After upGrad:** Account Executive — The Aayons Network

## Mayank Adhiraj
**Before upGrad:** Technical Assistant — thsti
**After upGrad:** SEO Executive — Publicis Media

## Pratiksha Uniyal
**Before upGrad:** DM Trainee — Power Gummies
**After upGrad:** Digital Planning and Reporting Executive — groupm

## Purva Nirvikar
**Before upGrad:** Sr. Content Developer — SunTec
**After upGrad:** Senior Officer - Content & Quality Audit — Myntra

## Wenit Melba
**Before upGrad:** Digital Marketing Specialist — Sai Electronics
**After upGrad:** DM Executive — TATA DIGITAL

## Sushanta Mukherjee
**Before upGrad:** Email Marketing Associate — XNARA Healthcare just got personal
**After upGrad:** Sr. Brand Associate — MuscleBlaze

## Ranjan Sahu
**Before upGrad:** DM Intern — ROGLE Inc A strategic digital consulting company
**After upGrad:** Consultant — Varahe Analytics
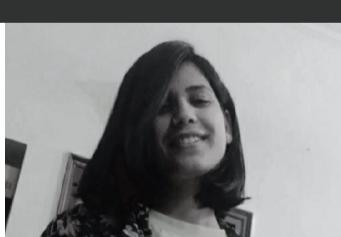
## Chhama Rai
**Before upGrad:** Owner — Self-Owned Business
**After upGrad:** SEO Manager — VERACITY Resourcing and Services
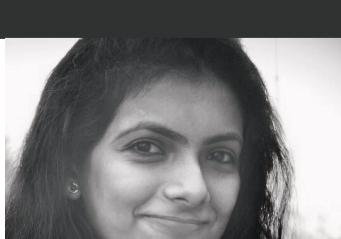
## Sheetal Soans
**Before upGrad:** Coordinator Admission Manager — Boogie Woogie
**After upGrad:** Jr. Digital Analyst — Webisdom Digital transformation 3.0

# About the Program

The Advanced Certificate in Digital Marketing & Communications from MICA is a one-of-its-kind program that focuses on combining the pedigree of one of the best marketing institutes with insights from the industry to hands-on learning and career growth.

## 2 Tracks and 6 Specialisations

(Customised learning options for personalised learning)

## 4 - 10 Months

(4 months for the core program and an additional month for each specialisation)

## 4+ Certifications on Successful Completion

(Earn a certificate from MICA & upGrad, NSDC, Meta & Social Panga)

## 15+ Faculty & Industry Mentors

(Learn from renowned MICA faculty and industry experts from Google, Ola, Apple, Razorpay, and more)

## 10 Hours/Week

Optimal time commitment allows professionals to balance their education with work and personal life

# Learn from the very Best

**Prof. Siddharth Deshmukh**
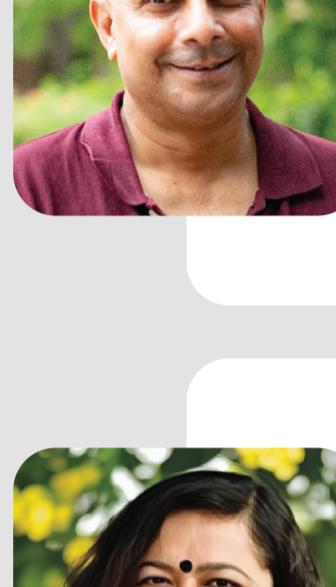Professor of Marketing,
MICA

*MICA — THE SCHOOL OF IDEAS*

| University of Southampton | coconnex | SONY |
|---|---|---|
| Teaching Fellow, University of Southampton | Ex-Director, Product and Marketing | Ex-Product Manager |

**Prof. Anita Basalingappa**
Professor of Marketing,
MICA

*MICA — THE SCHOOL OF IDEAS*

| UNIVERSITY OF CAMBRIDGE Judge Business School | IIMA |
|---|---|
| Ex-Pavate Fellow in Marketing, Cambridge Judge Business School | Ex-Academic Associate, Marketing, IIM-A |

**Prof. C.D Mitra**
Adjunct Faculty,
MICA

*MICA — THE SCHOOL OF IDEAS*

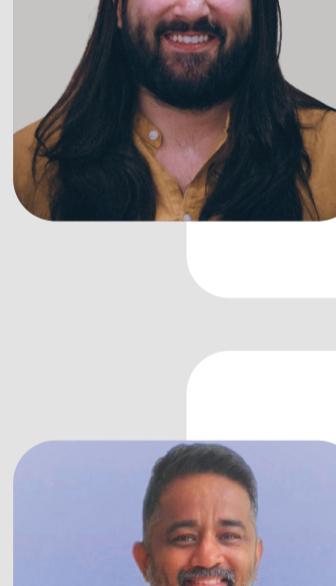| PipalMajik | Visiting Faculty, IIM Calcutta | |
|---|---|---|
| Founder & CEO, PipalMajik | Visiting Faculty, IIM Calcutta | Ex-Chief Mentor, Renaissance Strategic Consultants Pvt. Ltd. |

**Prof. Falguni Vasavada-Oza**
Professor of Marketing,
MICA

*MICA — THE SCHOOL OF IDEAS*

| TEDx | Instagram |
|---|---|
| Speaker, TEDx, Hyderabad | Content Creator & Influencer |
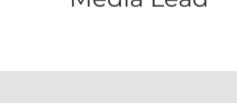
**Prof. Sukaran Thakur**
Professor of Marketing,
MICA

*MICA — THE SCHOOL OF IDEAS*

| Unilever | L'ORÉAL | ITC Limited |
|---|---|---|
| Ex-Strategy Consultant, Unilever | Ex-Marketing Manager, L'Oréal | Ex-Brand Manager, ITC Limited |

**Apoorv Sharma**
Chief Marketing Officer,
Allen

*ALLEN*

| Apple | amazon | ITC Limited |
|---|---|---|
| Ex-Senior Marketing & Communications Manager, Apple | Ex-Worldwide Product Marketing Lead for Native Advertising, Amazon | Ex-Brand Manager, ITC Limited |

**Prashanth Balasubramanian**
Head of Strategy & Operations,
Facebook Partnerships India

*Meta*

| SIEMENS | BAIN & COMPANY | TEXAS INSTRUMENTS |
|---|---|---|
| Ex. AVP - Siemens Consulting | Ex. Manager | Ex. Design Engineer |

**Nikhil Kant**
Head of Brand Marketing,
PR & Social, Even

*even*

| BAT | Uber | KPMG |
|---|---|---|
| Ex. Head of Social | Ex. Global Social Media Lead | Ex. Consultant |

**Siddharth Kapur**
Brand & GTM Strategist

*Unilever*

| INDIA ACCELERATOR | DANONE | Unilever |
|---|---|---|
| Ex. Mentor & Investor | Ex. Business Head, Adult Nutrition & Wellness | Ex. Global Brand Manager |

**Joydip Ghosh**
Senior Director Digital
Marketing

*zenoti*

| highradius | WILSON LEARNING | ORACLE |
|---|---|---|
| Ex. Director, Marketing Strategy and Growth | Ex. Director, Marketing | Ex. Business Development Consultant |

**Richa Parekh**
Digital Marketing Lead

*Disney+ hotstar*

| ADITYA BIRLA CAPITAL HEALTH INSURANCE | rediff | Performics |
|---|---|---|
| Ex. Head, Digital Marketing | Ex. Digital Marketing Manager | Ex. Project Manager |

**Sakhee Dheer**
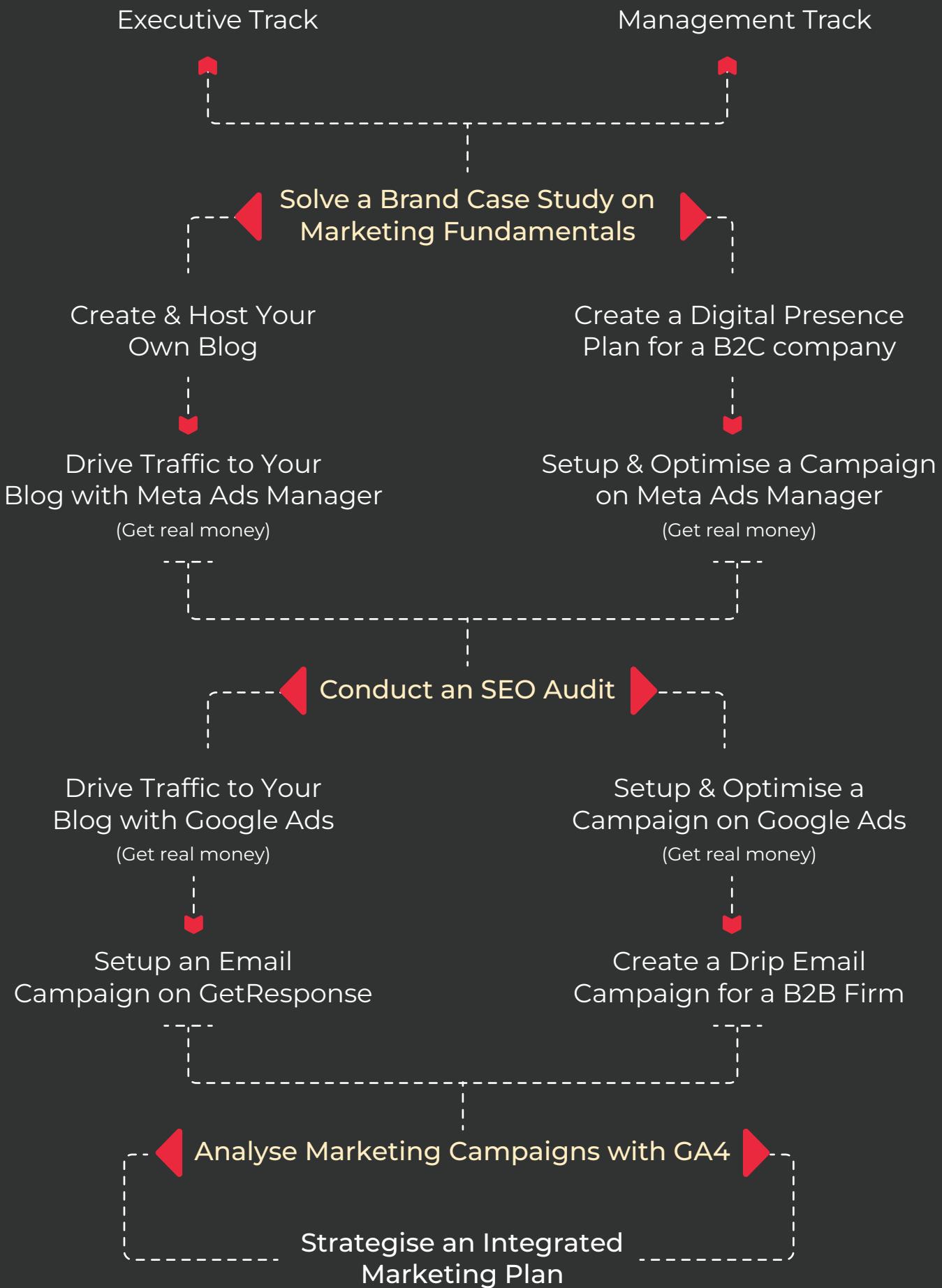Head of Marketing, Asia-Pacific
Consumer Apps & AI

*Google*

| Meta | Microsoft | ISB |
|---|---|---|
| Ex. Head of DM Asia-Pacific | Ex. Head of DM Asia-Pacific | Ex. Head of DM Asia-Pacific |

# Learn by Doing
## Your Live Project Journey

**Executive Track**                    **Management Track**

**Solve a Brand Case Study on Marketing Fundamentals**

Create & Host Your Own Blog

Create a Digital Presence Plan for a B2C company

Drive Traffic to Your Blog with Meta Ads Manager
(Get real money)

Setup & Optimise a Campaign on Meta Ads Manager
(Get real money)

**Conduct an SEO Audit**

Drive Traffic to Your Blog with Google Ads
(Get real money)

Setup & Optimise a Campaign on Google Ads
(Get real money)

Setup an Email Campaign on GetResponse

Create a Drip Email Campaign for a B2B Firm

**Analyse Marketing Campaigns with GA4**

Strategise an Integrated Marketing Plan

# Program Curriculum

## Course 1: Marketing Essentials

❱ **Program Introduction:**
Get an overview of the course structure, learning objectives, and key outcomes to set the foundation for your digital marketing journey.

❱ **Marketing Fundamentals:**
Learn the key functions of marketing, including research, branding, segmentation, and the 4Ps, and how managers apply these to analyse and compete in the market.

❱ **General Digital Marketing Careers:**
Explore career opportunities in digital marketing and essential skills for success. (Optional)

❱ **ChatGPT 101:**
Explore the rise of AI, master ChatGPT and prompt engineering, and debunk common AI myths for marketers. (Optional)

❱ KEY DEMONSTRATIONS    ❱ TOOLS

## Course 2: Establishing a Digital Foundation

❱ **Getting Discovered on the Web:**
Learn website elements, UX design basics, wireframes, and the importance of visual design and testing.

❱ **Getting Noticed With Social Media:**
Learn social media marketing fundamentals, strategy development, content enhancement, performance evaluation, and platform-specific tactics.

❱ **Career Prep - Web Presence:**
Discover key job roles, skills, and companies for building a strong web presence career. (Optional)

❱ **Career Prep - Social Media Marketing:**
Get insights into social media marketing careers, including essential skills, top companies, and interview preparation. (Optional)

### LIVE* PROJECTS:

❱ **Blog Creation Project:** Learn to set up a WordPress blog using Plesk, select blog topics, and integrate analytics for performance monitoring. (Executive Track)

❱ **Digital Presence Strategy:**
Develop a comprehensive digital presence plan for a B2C company. (Management Track)

❱ **Meta Ads Campaign:**
Set up and run a Meta Ads campaign, troubleshoot issues, optimise (Management Track) and analyse data to gather insights.

❱ KEY DEMONSTRATIONS    ❱ TOOLS

## Course 3: Mastering Search and Display

❱ **Get Discovered With Search (SEO):**
Master SEO fundamentals, keyword strategy, and implementation, and evaluate performance while exploring emerging trends like video, voice, and local SEO.

❱ **Make Search Ads Work for You (SEM):**
Learn SEM fundamentals, develop and manage Google Ads campaigns, and analyse metrics with a practical case study.

❱ **Advertise on Other Websites (Display):**
Understand display ads' role and challenges, predict future trends, and design impactful creatives.

❱ **Career Prep - SEO:**
Discover SEO career paths, necessary skills, and key employers, and get ready for interviews with targeted questions and tools. (Optional)

❱ **Career Prep - SEM & Display Advertising:**
Explore job roles, essential skills, and companies in SEM and display advertising, and prepare for interviews with relevant questions and tools. (Optional)

❱ **ChatGPT 102:**
Explore AI's role in marketing, master prompt engineering with ChatGPT, and understand the impact of generative AI. (Optional)

### LIVE* PROJECTS:

❱ **Conduct an SEO Audit:**
Evaluate and analyse a website's SEO performance to identify areas for improvement and optimise search engine rankings. (Both Tracks)

❱ **Google Ads Project:**
Set up, manage, and optimise (Management Track) a Google Ads campaign, following a checklist for effective execution.

❱ KEY DEMONSTRATIONS    ❱ TOOLS

# Course 4: Engaging Customers with Content and Emails

❱ **Content Through Email:**
Master email marketing fundamentals, create effective strategies, and optimise campaign performance through data analysis.

❱ **Content Marketing:**
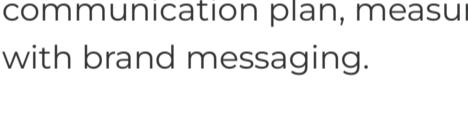Develop and implement a content marketing plan, evaluate performance, and analyse case studies for practical insights.

❱ **Career Prep - Email Marketing:**
Explore career opportunities in email marketing, essential skills, and top companies, and prepare for interviews with relevant questions and tools. (Optional)

❱ **ChatGPT 103:**
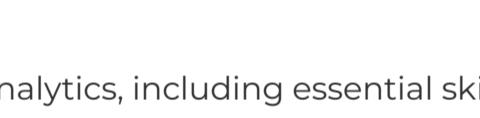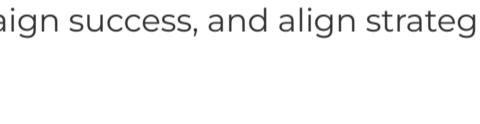Leverage AI and ChatGPT for creating and optimising digital content across various channels. (Optional)

## LIVE' PROJECTS:

❱ **Get Response:**
Use GetResponse to manage campaigns, automate workflows, and design engaging email content. (Executive Track)

❱ **Email Case Study:**
Analyse a real-world email marketing campaign to understand strategy, execution, and performance outcome. (Management Track)

❱ **KEY DEMONSTRATIONS**

amazon    Uber

FINSHOTS    zivame

❱ **TOOLS**
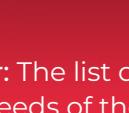
GetResponse    Canva

GMass    mailchimp

CoSchedule

# Course 5: Integrated and Performance-Driven Marketing

❱ **Establish Success with Analytics:**
Learn web analytics basics, differentiate methodologies, and use GA4 to track and optimise marketing performance.

❱ **Integrated Marketing Strategy:**
Create and pitch a comprehensive integrated marketing communication plan, measure campaign success, and align strategies with brand messaging.

❱ **Career Prep - Web Analytics:**
Explore career opportunities in web analytics, including essential skills, leading companies, and prepare for interviews with relevant questions and tools. (Optional)

❱ **How to Become a Freelancer:**
Explore freelancing roles, evaluate its viability in India, and develop strategies to attract clients and set pricing. (Optional)

❱ **DM Case Studies 101:**
Understand different case archetypes, prepare for case interviews, and demonstrate your skills with a live example. (Optional)

❱ **ChatGPT 104:**
Develop and implement AI strategies for business operations, data analysis, and customer service, while adhering to ethical guidelines. (Optional)

## LIVE' PROJECTS:

❱ **GA4 Project:**
Analyse GA4 data to understand user behavior, assess site performance, and make data-driven recommendations.

❱ **Integrated Marketing Strategy:**
Strategise an integrated marketing plan (channel selection & budgeting) for a business.

❱ **KEY DEMONSTRATIONS**

airbnb    ITC Limited

Firefox

❱ **TOOLS**

Looker    CleverTap

crazyegg    Google Tag Manager

# Learn from Real-World Campaigns

**01**

**Mamaearth:**
Build a digital marketing strategy to help Mamaearth enter and establish itself in a new category.

**Swiggy:**
Identify use cases, craft creative messages, and select channel mixes for Swiggy's target groups.

**02**

**03**

**Bajaj Auto:**
Learn the key parameters for building a website that caters to diverse target groups and regions.

**Bewakoof:**
Learn how the brand leveraged social media marketing to reduce CPA and drive sales.

**04**

**05**

**Blinkit:**
Examine Grofers' (now Blinkit) KPIs, optimisation techniques, targeting parameters, and lead nurturing strategies.

**Salesforce:**
Learn how Salesforce built digital campaigns to generate leads and boost CRM sales.

**06**

**07**

**Amazon Associates:**
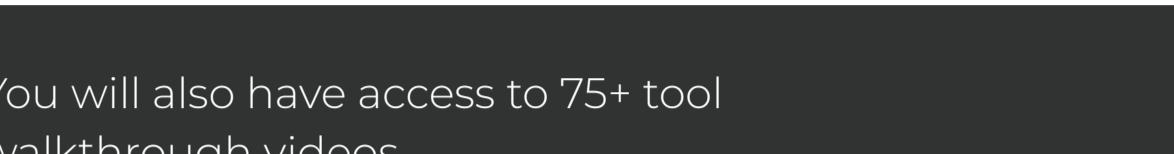Learn how Amazon used content marketing to build its affiliate marketing program.

**Uber:**
Explore creating a content strategy based on consumer pain points using Uber's 3H (hero, hub, hygiene) content distribution model.

**08**

Disclaimer: The case studies are tentative and may be updated to reflect the evolving needs of the industry.

# Digital Marketing Tool Box

This program will give you hands-on experience on multiple tools.

GetResponse · Canva · Google Analytics · bitly

Google official merchandise store · Google Trends · Google Ads · WordPress · OpenAI · Ads Manager

You will also have access to 75+ tool walkthrough videos

## SEO Tools:

yoast SEO for everyone · Ubersuggest · GTmetrix

solarwinds pingdom · Screaming Frog · SEO Site Checkup

woorank · ahrefs

## Website Design:

balsamiq · Landingi

## Social Media Marketing Tools:

sproutsocial · TweetDeck · Hootsuite

buffer · Ads Manager · Twitter Analytics

## Keyword Research Tools:

BuzzSumo · ANSWER THE PUBLIC · Google Trends

SpyFu · mention

## Analytics:

Google Tag Manager · Google Search Console · SimilarWeb

Google Data Studio · crazyegg · Google Optimize

Bing ads

## Others:

OpenAI · mailchimp · GMass

Canva · bitly · freepik

HubSpot

# Deep Dive With Program Specialisations
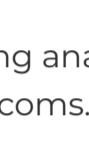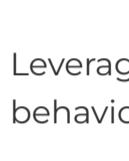
## Specialisation 1: Social Media and Content Marketing

- Use content to create brand awareness, generate leads, increase brand engagement, establish brand advocacy and evaluate your content's impact, learn about various media channels.

- Create successful social media ad campaigns, build and manage an online community, the SPACES Model for community management.

- Master the strategies for both paid and organic marketing across various social media platforms, including Facebook, Instagram, YouTube, LinkedIn, Quora, and X.

### Case Studies:

1. Create and optimise a paid social media marketing strategy for KidMedics.
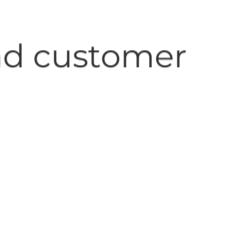
2. Manage a community forum for Savvyor Hospitals.

### Social Media Tools:

**Ads:**
- facebook Ads
- Instagram
- LinkedIn
- YouTube
- Quora

**Others:**
- Keyhole
  Keyhole influencer marketing

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## Specialisation 2: Marketing Analytics

Learn about app analytics tools, data integration for marketing, use data visualisation applications, learn about central tendency metrics, the BADIR Framework.
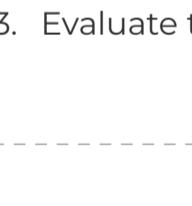
### Live Projects:

Perform Hypothesis testing to analyse the impact of variables to understand market behaviour.

### Case Study:

1. Analyse the relevant data to manage the marketing metrics for LyvenSured.

2. Leverage marketing analytics to understand customer behaviour for Telecoms.

### Marketing Analytics Tools

- SQL
- XLSTAT

---

## Specialisation 3: Branding and Communications

Learn about the elements of constructing your brand, branding frameworks, design elements of branding and customer perception, evaluate the brand positioning, brand engagement strategy, conduct brand audits, budgeting and fund allocation.

### Case Study:

1. Identify target audience, devise a creative content message and choose a distribution channel for Swiggy.

2. Create a brand engagement strategy for Digitags.

### Branding and Communication Templates

- Kapferer's Identity Prism
- Brand Identity Survey
- Consumer Insight
- Perceptual Maps for measuring brand positioning

---

## Specialisation 4: Public Relations

Learn about public relations, the Kuleshov effect, building media relations, reputation management, conducting sentiment analysis, SCAMPER principles, NORMS framework, and communication strategies for different mediums.

### Case Study:

1. Plan an integrated marketing communication campaign (IMC) for a pet grooming salon.

2. Reverse-engineer a creative brief for a brand campaign by CEAT Tyres.

3. Evaluate the visual elements of Airbnb's rebranding campaign.

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## Specialisation 5: Generative AI

Explore the diverse applications of AI in digital marketing, learn about prompt engineering, content creation with generative AI, the ethical considerations, build your own chatbot with Dialogflow.

### Live Projects:

1. Create your own Chatbot on WotNot.

2. Leverage Generative AI tools to create collateral for a marketing campaign.

### Generative AI Tools:

- ChatGPT
- DALL·E
- Clipchamp
- Dialogflow
- perplexity
- Chatbase
- Poe
- WOTNOT

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## Specialisation 6: Marketing Leadership in the Digital Age

Create a well-structured marketing team that is aligned with growth objectives, can effectively balance in-house and outsourced resources, fosters collaboration, and ensures strong leadership to drive business success. Leverage behaviour-based segmentation, data management, channel integration, optimisation, and a roadmap to create a seamless omnichannel experience.

### Live Projects:

1. Create a roadmap for omnichannel experience across touchpoints.
2. Allocate marketing budget for a B2B firm to meet defined business objectives.

### Marketing Leadership Templates

- Marketing Budget Plan
- Customer Journey Mapping
- Omnichannel Strategy Plan

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# A Week in the Program Journey

While you can choose to go about the program as per your own time commitments and learning preferences, here is how a typical program week may go for you.

Preparing for Future
← ---------------------------------------------------------------- →

| | Balancing the Now ←-------→ | Core Learning Experience | Case Studies/Live Projects | Self-Learning & Doubt Resolution |
|---|---|---|---|---|
| Monday | | | | |
| Tuesday | | | | |
| Wednesday | Keep slaying at your current job | Learn at your pace through recorded lectures (~3 hours) | | Spend time revising concepts, reading blogs & marketing newsletters (~ 1 hour) |
| Thursday | | | Work on a case study or live project (~1.5 Hrs) | |
| Friday | | | | |
| Sarturday | Spend time with loved ones and enjoy your hobbies | Attend a 1.5 Hr session with MICA faculty or industry expert | | |
| Sunday | | Join a 1.5 hour personalised industry session on focused learning | | Attend weekly doubt resolution sessions (~1 hour) |

*Note: You will need to spend 8-10 hours/week on this course.*
*The schedule shown above is a representative schedule only.*
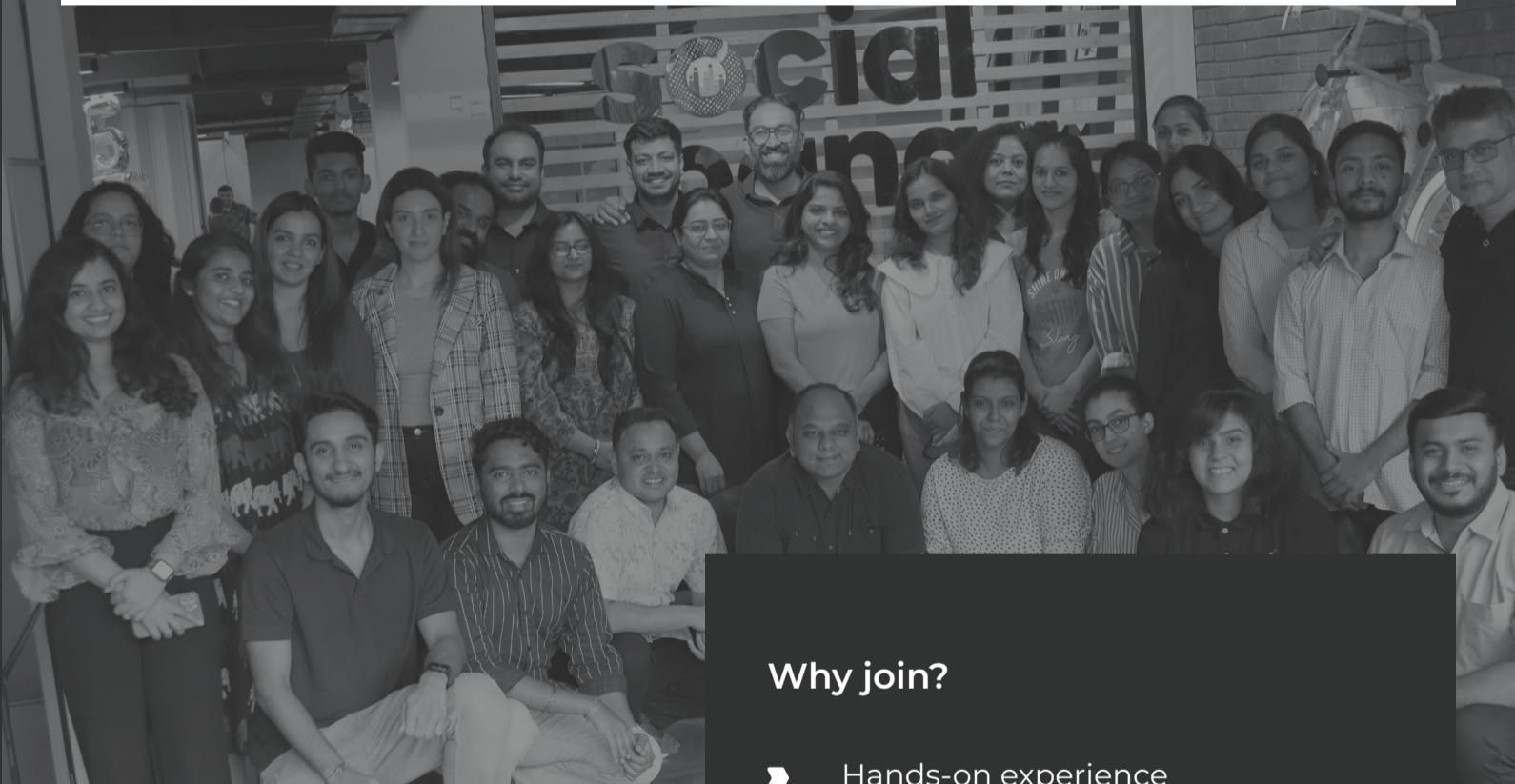
# Industry Immersion with Social Panga

Learn Through Experience

## socialpanga.com

## About Social Panga

Social Panga is an award-winning digital marketing agency with a team of 350+ experts across Bangalore, Mumbai, Delhi, and Dubai. They deliver creative and innovative solutions to help brands grow online.

Here is a sneak peek into the brands that Social Panga has worked with:

TRENDS — GET THEM TALKING · CENTRO · FreshMenu · Maggi

Flipkart · naukri.com India's No 1 Job Site · WILDCRAFT · zepto

## Why join?

❯ Hands-on experience at Social Panga

❯ Engage with industry leaders

❯ Present your ideas to senior executives

❯ Gain insight into career paths and company cultures

❯ Earn a certificate from upGrad and Social Panga

## About the Immersion

Experience digital marketing like never before with the Digital Marketing Industry Immersion Program (IIP). Dive into the world of top marketing agencies, tackle real-life challenges, and learn directly from industry experts.

# Program Completion Certificate

**MICA**
THE SCHOOL OF IDEAS

*in association with*

**upGrad**

This is to certify that

**Radhika Dua**

has successfully completed a 4-6 months program

and has been awarded the

Advanced Certificate in

**Digital Marketing & Communication**

on

with specialisations in

Social Media & Content Marketing | Branding & Communications

30th October 2024
780847

**PROF. SIDDHARTH DESHMUKH**
Program Director

**PROF. ANITA BASALINGAPPA**
Chairperson, Online Programs

**PROF. GITHA HEGGDE**
Dean

**PROF. SHAILENDRA RAJ MEHTA**
President & Director

Disclaimer: This is a sample design and is subject to change at the discretion of the university/partner without prior notice.

# Validate Your Learning
# With a Suite of Certifications

## NSDC Certificate



## Industry Certificate from Social Panga



## Meta Digital Marketing Associate Certificate



Note: Only for Social Media and Content Marketing Specialisation

## Certificate from CleverTap



Note: Only for Marketing Analytics Specialisation

Disclaimer: These are sample designs and are subject to change at the discretion of the university/partner without prior notice.

# The upGrad Advantage:
# We Don't Just Upskill You,
# We Deliver Career Success

**Resume Building**
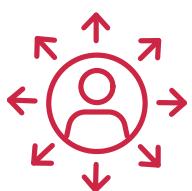
**Soft Skills Development**

**Aptitude Training**

**Soft Skills Modules**

**Flexibility to Defer**

**Guided Menternships**

**Aptitude Modules**

**1:1 Mentorship**

**Lifelong Learning**

# ABOUT
# upGrad

"upGrad is a leading global learning and workforce development company. We're on a single-minded mission of powering career success for every member of the global workforce as their trusted lifelong learning partner. Established in 2015, we have over 10 million learners who have upskilled in a range of online and offline programs from top universities in India and the world."

**GSV EDTECH 150**
Top 150 Most Transformative Growth Companies

**BRANDON HALL GOLD AWARDS**
15+ Across 2 Years

**PROMISING BRAND 2022**
The Economic Times

**EDUCATION COMPANY OF THE YEAR**
VC Circle, 2022

Entrepreneur India
**EDUCATION INNOVATION AWARDS 2020**
Best Communication & Teaching Platform

**Ronnie Screwvala**
Co-founder & Executive Chairman

# Eligibility Criteria

A bachelor's degree in any domain from a recognised university

**STEP 1** — Submit Your Application

**STEP 2** — Get Shortlisted

**STEP 3** — Receive Your Offer

**STEP 4** — Block Your Seat

Flexible payment options are available. Speak to our counselors to know more.

**Write to us:**
admissions@upgrad.com

**Visit us at:**
www.upgrad.com

**Call:** 1800-210-2020

**upGrad**     LET'S TALK

# Digital Marketing Innovation