



powered by

**upGrad**

# Advanced Certificate in **Digital Marketing & Communications**

4 - 10 Months **Online**

2 Tracks | 6 Specialisations

# 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

# 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)



## 2+ Certifications on Successful Completion

(Earn a certificate from MICA & upGrad, Meta &/or CleverTap)

## 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



Teaching Fellow,  
University of  
Southampton



Ex-Director, Product and  
Marketing



Ex-Product  
Manager



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



Ex-Private Fellow in Marketing,  
Cambridge Judge Business School



Ex-Academic Associate,  
Marketing, IIM-A



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



Founder & CEO,  
PipalMajik



Visiting Faculty,  
IIM Calcutta



Ex-Chief Mentor,  
Renaissance Strategic  
Consultants Pvt. Ltd.



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



Speaker, TEDx,  
Hyderabad



Content Creator &  
Influencer



**Prof. Sukaran Thakur**  
Professor of Marketing,  
MICA



Ex-Strategy Consultant,  
Unilever



Ex-Marketing  
Manager, L'Oréal



Ex-Brand Manager,  
ITC Limited



**Apoorv Sharma**  
Chief Marketing Officer,  
Allen



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



Ex. AVP - Siemens  
Consulting



Ex. Manager



Ex. Design Engineer



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



Ex. Head of Social



Ex. Global Social  
Media Lead



Ex. Consultant



**Siddharth Kapur**  
Brand & GTM Strategist



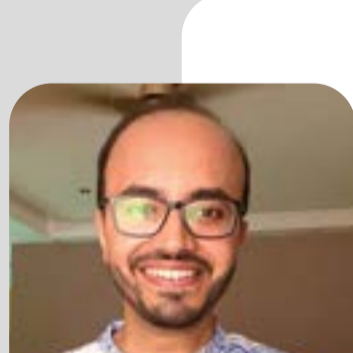
Ex. Mentor & Investor



Ex. Business Head, Adult  
Nutrition & Wellness



Ex. Global Brand  
Manager



**Joydip Ghosh**  
Senior Director Digital  
Marketing



Ex. Director, Marketing  
Strategy and Growth



Ex. Director, Marketing



Ex. Business  
Development  
Consultant



**Richa Parekh**  
Digital Marketing Lead



Ex. Head, Digital  
Marketing



Ex. Digital Marketing  
Manager



Ex. Project Manager



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



Ex. Head of DM  
Asia-Pacific



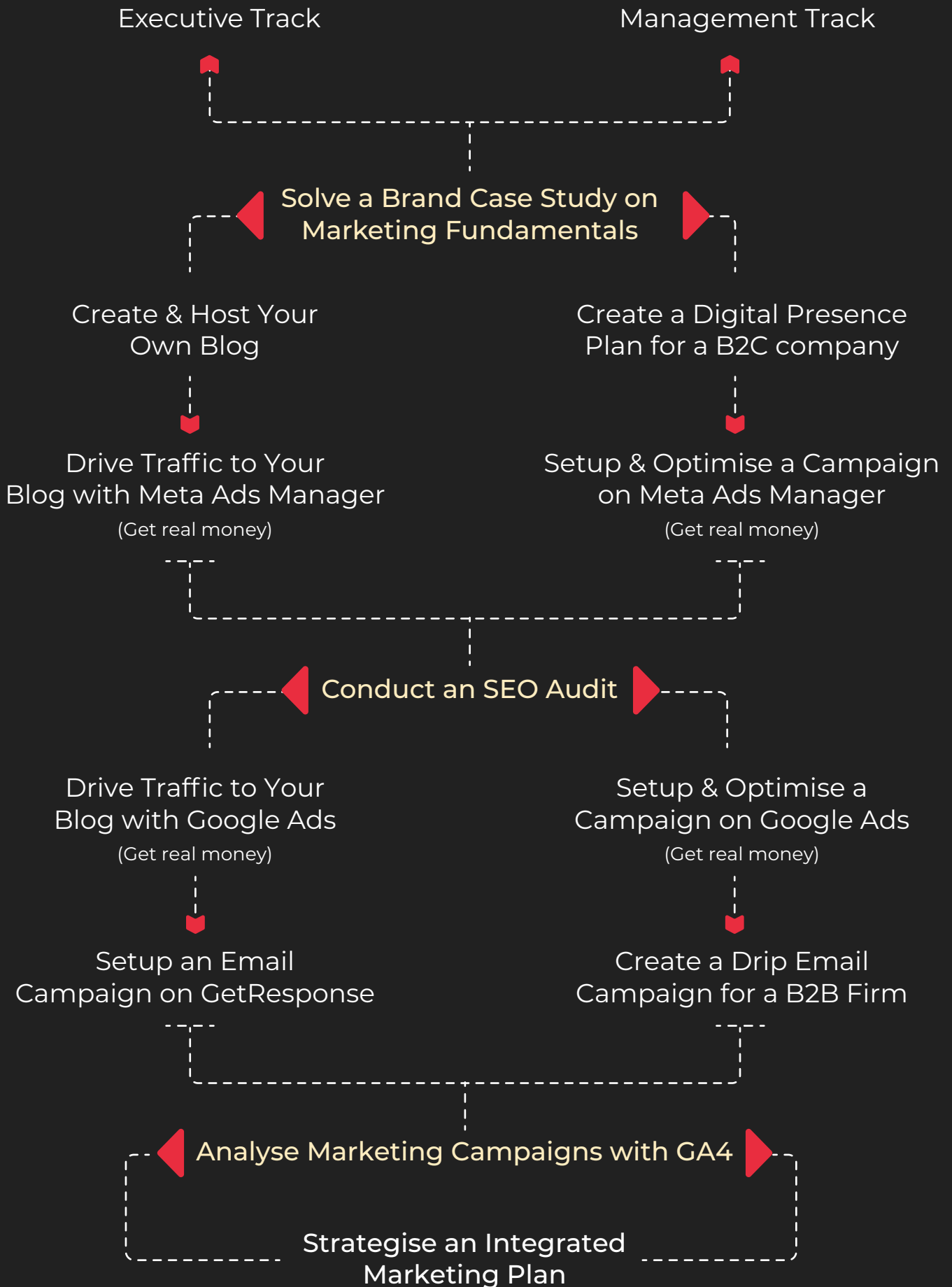
Ex. Head of DM  
Asia-Pacific



Ex. Head of DM  
Asia-Pacific

# Learn by Doing

## Your Live Project Journey





## 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)

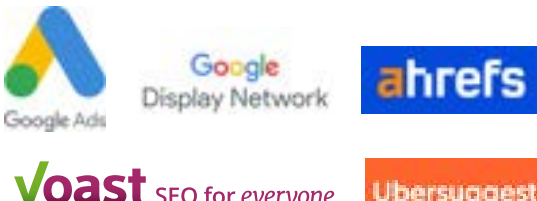
### LIVE PROJECTS:

- 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



#### TOOLS



## 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)

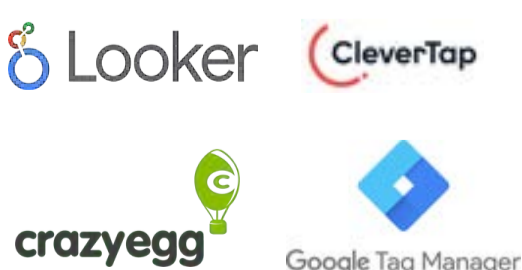
### LIVE PROJECTS:

- 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



#### TOOLS



# 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



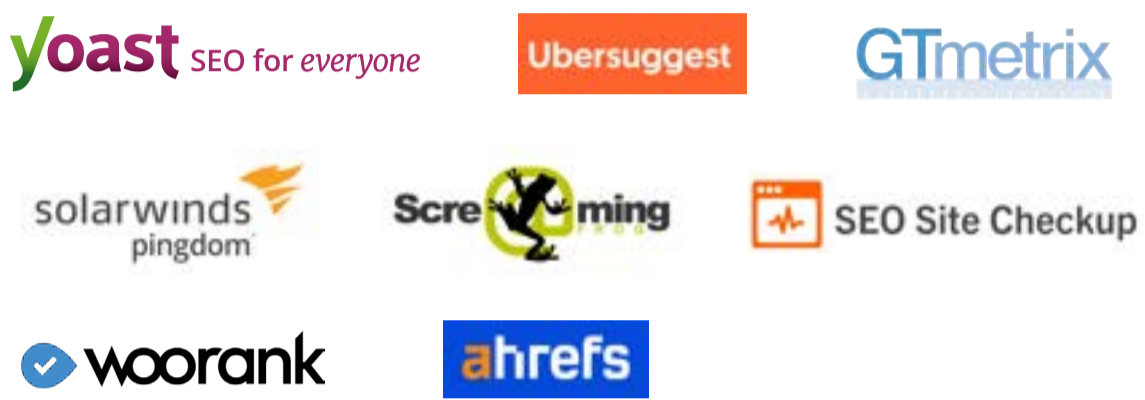
# Digital Marketing Tool Box

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



You will also have access to 75+ tool walkthrough videos

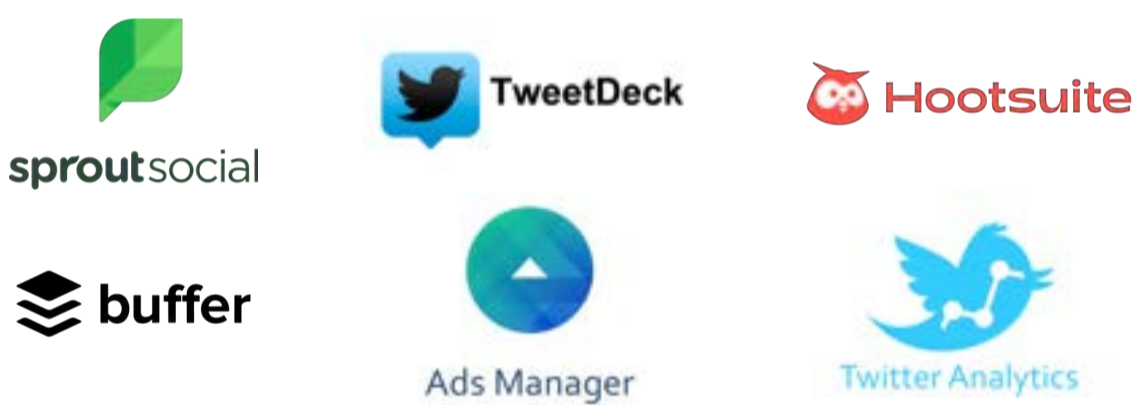
## SEO Tools:



## Website Design:



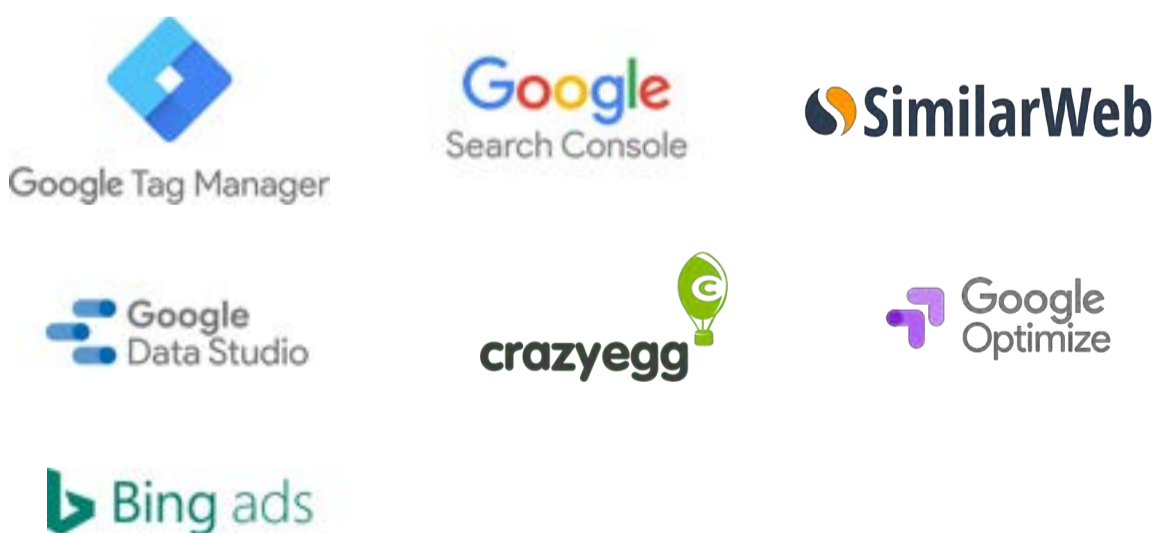
## Social Media Marketing Tools:



## Keyword Research Tools:



## Analytics:



## Others:



# Deep Dive With Program Specialisations

## Specialisation 1: Social Media and Content Marketing

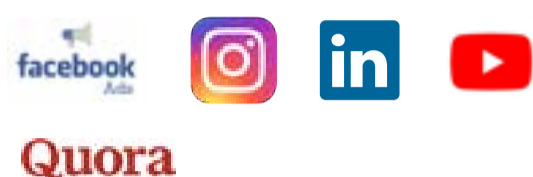
- ▶ Use content to create brand awareness, generate leads, increase brand engagement, establish brand advocacy and evaluate your content's impact, learn about various media channels.
- ▶ Create successful social media ad campaigns, build and manage an online community, the SPACES Model for community 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:



#### ▶ Others:



## 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.

## 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:



## 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:

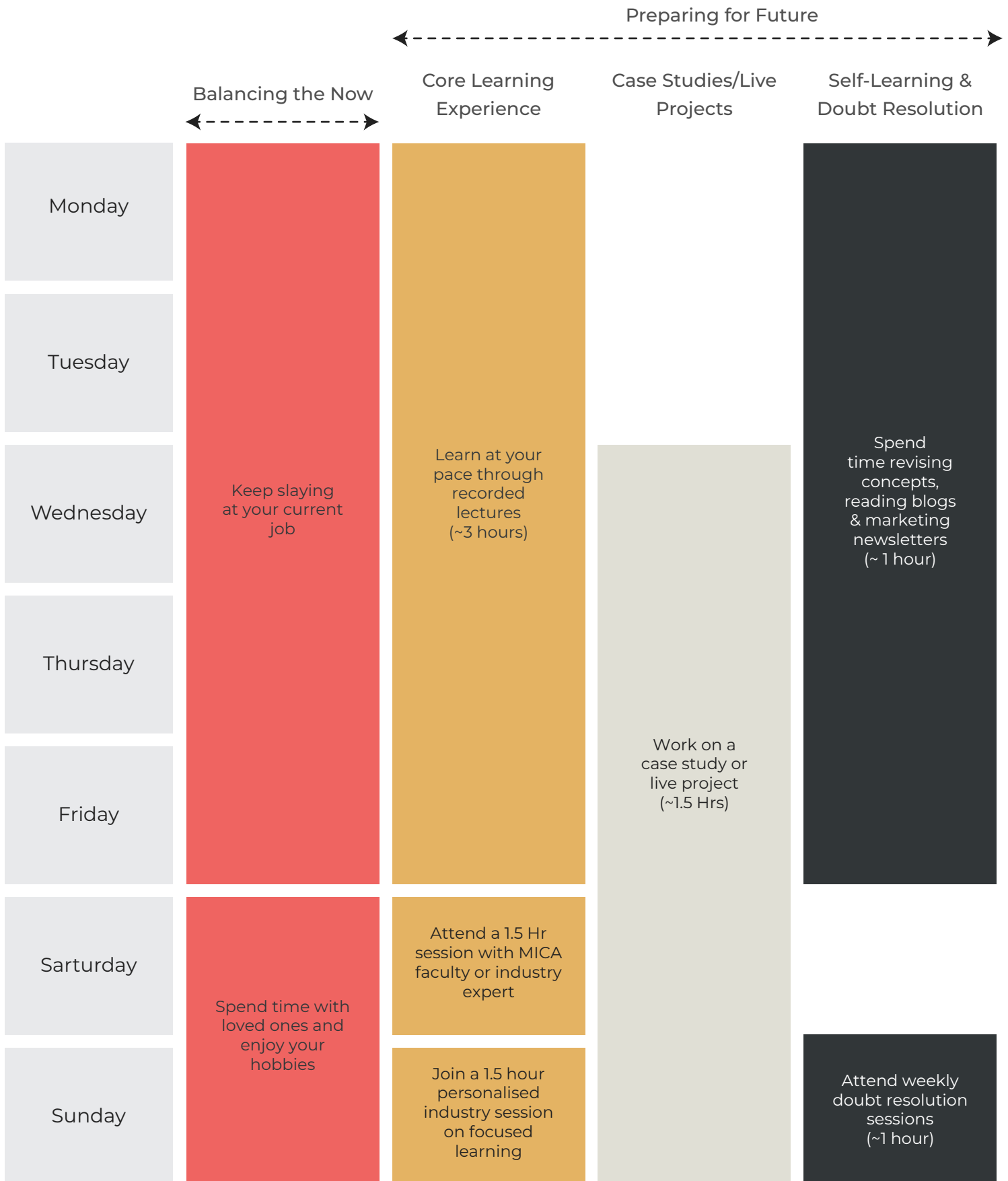
1. Create a roadmap for omnichannel experience across touchpoints.
2. Allocate marketing budget for a B2B firm to meet defined business objectives.

### Marketing Leadership Templates

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

# 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.



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

# Program Completion Certificate



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

## 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



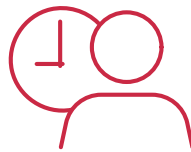
Guided  
Menternships



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.”



**Ronnie Screwvala**

Co-founder & Executive Chairman



# Eligibility Criteria

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



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