



powered by

**upGrad**

AI-Integrated  
Learning

# Postgraduate Certificate in **AI-Powered Digital Marketing & Communication**

4 - 11.5 Months **Online**

2 Tracks ✦ 5 Specialisations ✦ Offline Campus & Industry Immersions

Join India's Prestigious  
**Digital Marketing Programme**



# The Future of Marketing Careers- Backed by MICA, Delivered with upGrad.

**ONE**

Powerful Programme

**9+ YEARS**

of Excellence

**20,000+**

Learners

**90+**

Batches

**3500+**

Success stories

## About MICA

Established in 1991, MICA is dedicated to creating leadership in Strategic Marketing and Communication. MICA, an autonomous, non-profit institution, offers a wide range of academic programmes including residential and online programmes. MICA's spirit lies in its grasping of contemporary trends and sensibilities, addressing the needs of an ever-changing environment.

The MICA brand assures effective delivery of Strategic Marketing and Communication solutions to the industry, government, and community.

Today, it is the alma mater of professionals serving in leadership positions in some of the best-known companies in India and the world in marketing, brand management, research & analytics, advertising, media, digital, and other related businesses.

## Earn Prestigious Credentials Upon Completion



# A Few of Our Learner Success Stories



**Arunima**

Account Executive



**Mayank Adhiraj**

SEO Executive



**Pratiksha Uniyal**

Digital Planning and Reporting  
Executive



**Purva Nirvikar**

Senior Officer -  
Content & Quality Audit



**Wenit Melba**

DM Executive



**Sushanta Mukherjee**

Sr. Brand Associate



**Ranjan Sahu**

Consultant



**Chhama Rai**

SEO Manager



**Sheetal Soans**

Jr. Digital Analyst



# Who is this Programme For?

This programme is meticulously designed for ambitious professionals who want to stay ahead in today's fast-evolving digital landscape. Whether you're aiming to transform your career, sharpen your marketing edge or lead digital innovation in your organization — this programme equips you with the skills, tools, and strategic vision to thrive.

## Marketing & Sales Professionals

Traditional marketers, brand executives, and sales professionals who want to upgrade their skillset with cutting-edge digital tools



## Entrepreneurs & Business Owners

Startup founders, solopreneurs, and business owners looking to grow their brand's digital presence and drive conversions



## Career Switchers & Freshers

Professionals from non-marketing backgrounds aiming to pivot into digital marketing roles or freshers looking to kickstart their careers in DM



# About the Programme

The Postgraduate Certificate in AI-Powered Digital Marketing & Communication is a one-of-its-kind programme that focuses on combining the pedigree of one of the best marketing institutes with insights from the industry for hands-on learning and career growth.



## 2 Tracks and 5 Specialisations

(Customised learning options for personalised learning)



## 4 - 11.5 Months

(4 months for the core programme and additional 6 weeks for each specialisation)



## Multiple Certifications on Successful Completion

(Earn a certificate from MICA & upGrad, Social Panga and CleverTap)



## 15+ Faculty & Industry Mentors

(Learn from renowned MICA faculty and industry experts from Google, Apple, IMDb, JioHotstar, and more)



## 6+ Hands-On Projects

Work on projects that simulate real-life work; run upGrad-funded campaigns on Meta & Google

# Learn from the very Best



**Prof. Siddharth Deshmukh**  
Programme Director &  
International Adjunct Faculty,  
MICA



**Expertise in:**  
Marketing Strategy, Digital Marketing, Start-up Consulting,  
Content Strategy (Creation & Curation), Coaching & Mentoring



**Prof. Anita Basalingappa**  
Professor of Marketing &  
Lead - Online Programmes,  
MICA



**Expertise in:**  
Marketing Theory, Brand Marketing, Marketing Metrics,  
Martech and CRM



**Prof. Chandradeep (CD) Mitra**  
Adjunct Faculty,  
MICA



**Expertise in:**  
Marketing, Branding, Communications & Media, Consumer  
Behaviour, Entrepreneurship, Sports Marketing



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



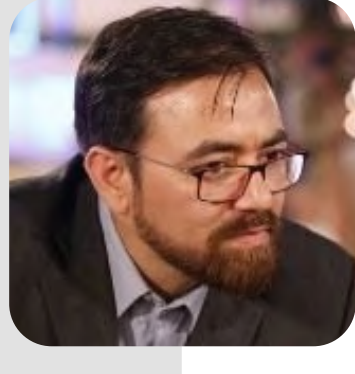
**Expertise in:**  
Social Media & Content Marketing, Influencer Marketing,  
Creative Communications, Advertising, Integrated Marketing  
Communications



**Prof. Sukaran Thakur**  
Adjunct Faculty,  
MICA



**Expertise in:**  
Brand Marketing, Marketing Technology & Generative AI,  
Integrated Marketing Communications, Consumer Insights



**Prof. Swapnil S Kumar**  
Adjunct Faculty,  
MICA



**Expertise in:**  
Brand Growth, FMCG Branding, Consumer Insight Mining, GTM  
Strategy, P&L Management, CRM & PR



**Apoorv Sharma**  
Ex-Sr. Marketing &  
Communications Manager,  
Apple



**Expertise in:**  
Marketing Leadership, Brand Marketing, Digital Marketing,  
Marketing Communications, Integrated Marketing Strategy



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



**Expertise in:**  
Go-to-Market Strategy, Social Media Marketing, Business  
Strategy, Management Consulting



**Siddharth Kapur**  
Brand &  
GTM Strategist



**Expertise in:**  
Brand Building & Management, Go-to-Market Strategy,  
Digital Transformation, Consumer Insights



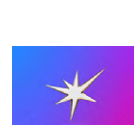
**Joydip Ghosh**  
Senior Director Digital  
Marketing



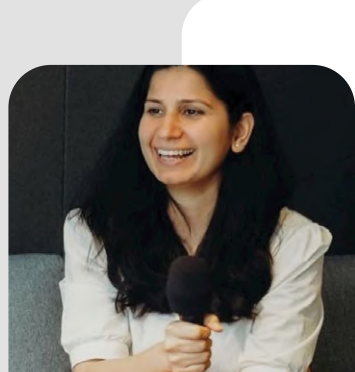
**Expertise in:**  
Social Media Marketing, Marketing Analytics, Search and Paid  
Ads, Business Development, Performance Marketing



**Richa Parekh**  
Senior Director of Marketing,  
JioHotstar



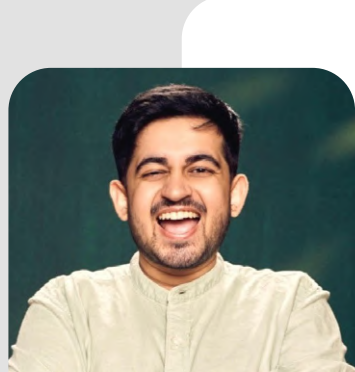
**Expertise in:**  
Content Marketing, Digital Transformation Strategy, Social Media  
Marketing, Generative AI, SEO and Web Design



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



**Expertise in:**  
Social Media Marketing, Brand Positioning,  
Product Marketing, Go-to-Market Campaign Strategy, Campaign  
Management, Marketing Transformation



**Armaan Raj Dua**  
Ex-Social Media & Video Lead,  
IMDb



**Expertise in:**  
Content Marketing, Social Media Marketing, Influencer  
Marketing, Brand Building, Community Management



**Nishit B Vora**  
Head of Marketing (INS),  
JioStar



**Expertise in:**  
Integrated Marketing, Go-to-market Strategy, Digital Thinking,  
Consumer Understanding, Building Content Ecosystems



**Kaushik Sen Deka**  
Digital Marketing Lead,  
Google



**Expertise in:**  
Google Ads, YouTube Marketing, Conversion Rate Optimization,  
Strategic Communications, Consumer Behaviour

# Learn by Doing Your Personalised, Project Journey

This programme offers two tracks: Beginner and Advanced. You can choose to embark on your programme journey with the track that suits your learning and upskilling needs.

As part of the different tracks, you will work on different projects in the programme:



# Programme Curriculum

## Course 1: Foundations of Digital Marketing

### Module 1: Fundamentals of Marketing and the Consumer

Analyse the evolving marketing funnel and the behaviour of digital consumers to design targeted marketing approaches. Develop AI-assisted buyer personas to inform targeted digital marketing approaches.

### Module 2: Digital Marketing Channels and Metrics

Evaluate the role of different digital marketing channels in achieving specific business objectives and interpret key metrics to measure performance.

### Module 3: Building a Digital Presence (with AI)

Develop a basic digital presence plan by applying branding, visibility, and platform-readiness principles across key touchpoints. Construct a basic brand website using AI-assisted tools.

#### Tools



## Course 2: Organic and Mid-Funnel Marketing

### Module 4: Social Media for Growth

Plan and execute a platform-specific organic strategy leveraging content trends, influencer outreach, and AI-assisted content design.

### Module 5: SEO Strategy & Optimization

Design and optimize a scalable SEO strategy using advanced techniques including AEO, schema, and AI-powered content workflows. Also learn how AI-powered search engines are affecting SEO practices.

### Module 6: Retention Marketing (Email & Mobile Marketing)

Develop an automated email marketing flow to engage and convert a segmented audience. Develop a mobile-first marketing strategy using WhatsApp, app campaigns, and localised targeting tools to engage and convert users on mobile platforms.

#### Tools



## Course 3: Paid Marketing Essentials\*

### Module 7: Running Meta Ads

Design and launch Meta ad campaigns using targeting strategies to drive engagement, boost conversions, and maximise ROI across Facebook and Instagram.

### Module 8: Running Google Ads

Set up and optimize Google Search ad campaigns by conducting keyword research, writing compelling ad copy, and analysing performance data. Learn about conversion rate optimisation.

### Module 9: Marketing Automation & Agentic AI\*

Build automated marketing workflows using CRM tools and AI-powered triggers to streamline messaging and increase operational efficiency.

### Module 10: Programmatic and Affiliate Advertising

Plan and evaluate programmatic and affiliate campaigns by selecting appropriate platforms, partners, and performance models.

#### Tools



## Course 4: Marketing Analytics and Strategy\*\*

### Module 11: Web and App Analytics

Analyse user behaviour across web and app platforms using advanced GA4, Firebase, and CleverTap features to derive insights for business growth.

### Module 12: Media Planning and IMC Planning\*\*

Design an integrated media plan that aligns with broader IMC objectives, target audience, budget constraints, and KPIs, while demonstrating an understanding of channel synergy, media metrics, and evolving digital landscapes.

### Module 13: Scaling Businesses with Marketing\*

Evaluate marketing campaigns based on ROI, attribution, and revenue contribution to drive strategic decisions in media planning and budget allocation.



Note: The overall content in the two tracks (Beginner and Advanced) differs by ~30% only. We advise learners to choose the track based on their existing knowledge of digital marketing, so that their projects are more relevant to them. All learners, despite the track they choose, will still get access to the other track's content.

\* The modules, "Marketing Automation & Agentic AI" and "Scaling Businesses with Marketing," are mandatory for Advanced track learners. However, Beginner track learners will still get access to this content to consume in their own time.

\*\* The module, "Media Planning & IMC Planning," is mandatory for Beginner track learners. However, Advanced track learners will still get access to this content to consume in their own time.

# Learn from Real-World Case Studies

01

**whole  
The Truth**

## The Whole Truth:

Examine the consumer persona of The Whole Truth Foods and how it positions itself in the market.

## Swiggy:

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



02

03



## Salesforce:

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

## Zivame:

Segment Zivame's existing audience and measure which segments drive the best conversions.



04

05



## RentoMojo:

Analyse RentoMojo's marketing funnel and pick the best audiences & partners for acquisition and retargeting.

# Become a Specialist Marketer

Choose 1-5 specialisations as part of your programme

## Specialisation 1: Performance Marketing

Become job-ready in paid acquisition, optimisation, and scaling

- Design full-funnel paid strategies across Search, Social, Display and Video aligned to business goals and user intent.
- Optimise and scale campaigns using structured testing across creatives, audiences, budgets, and landing pages to improve ROAS/CAC.
- Apply CRO fundamentals to improve conversion rates through landing page best practices, funnel analysis, and performance-led experimentation.

## Specialisation 2: Digital Brand Strategy

Build a modern D2C brand that stays consistent across every channel

- Craft digital brand positioning and narrative for D2C brands using consumer insights, category mapping and competitive cues.
- Translate brand strategy into campaigns with clear messaging, creative direction, and new-age channel integration.
- Measure brand impact digitally using awareness, consideration and engagement signals.

## Specialisation 3: E-commerce Management and Marketing

Learn how D2C brands grow on e-commerce (own channels and marketplaces)

- Build an e-commerce growth playbook covering acquisition, conversion optimisation, retention and repeat purchase.
- Improve online sales performance by applying CRO principles to product pages, landing pages and funnel flows.
- Use e-commerce metrics to drive decisions across pricing, promotions, performance campaigns and merchandising.

## Specialisation 4: Social Media, Content and SEO

Specialise in paid social, content strategy, and next-gen search visibility

- Plan and execute paid social campaigns on LinkedIn and X using objective-led targeting, creatives, and funnel strategy.
- Build a content system that connects content to outcomes (leads, sign-ups, pipeline) across organic + paid distribution.
- Apply GEO (Generative Engine Optimisation) principles to make content discoverable in AI-led search.

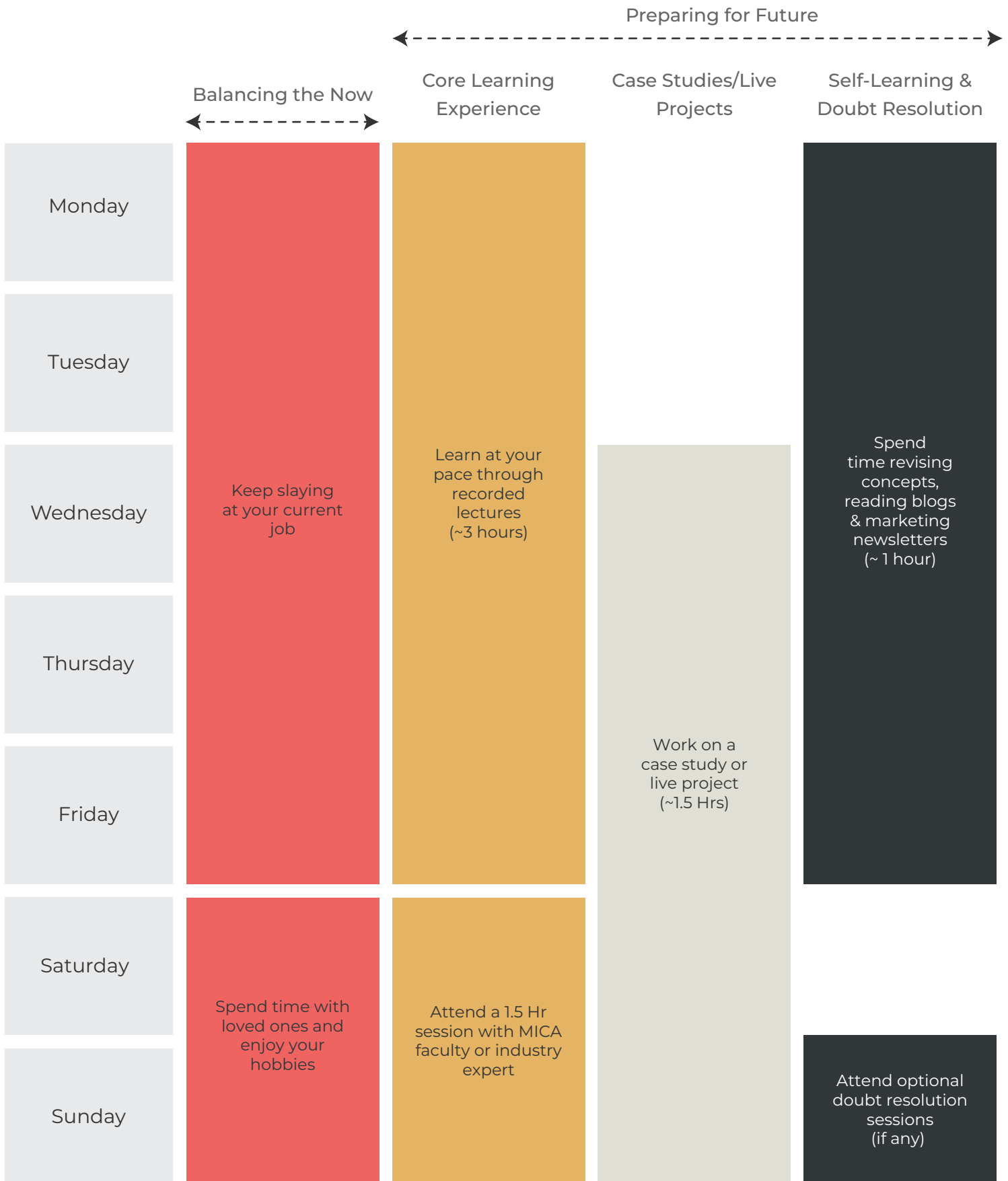
## Specialisation 5: Marketing Analytics and CRM

Turn marketing data into insights, dashboards, and retention growth

- Analyse multi-channel marketing performance and identify what's driving growth vs what's wasting budget.
- Build decision-ready dashboards and reports that connect channel activity to leads, revenue and outcomes.
- Apply CRM and lifecycle marketing fundamentals including segmentation, journeys, retention and reactivation measurement.

# A Week in the Programme Journey

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

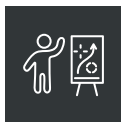


*Note: You will need to spend 8-10 hours/week on this course. The schedule shown above is a representative schedule only.*

# Visit the MICA Campus in Ahmedabad

As a part of the programme, you will get an option to visit the beautiful MICA campus in Ahmedabad for 2 days. Note that this is an OPTIONAL and PAID immersion.

## What will you do?



Attend marketing and branding workshops on campus



Interact with your programme faculty and batchmates



Participate in group activities to get the most out of the experience

## How will it pan out?

- When the dates for the 2-days immersion are finalised, you will receive an email from upGrad
- You can choose to sign up for the immersion with a campus fee of 10,000 INR + taxes
- Note that accommodation and travel expenses will be borne by the students themselves
- A minimum of 20 and a maximum of 50 students will be involved per immersion (first-come-first serve)



# Industry Immersion with Social Panga

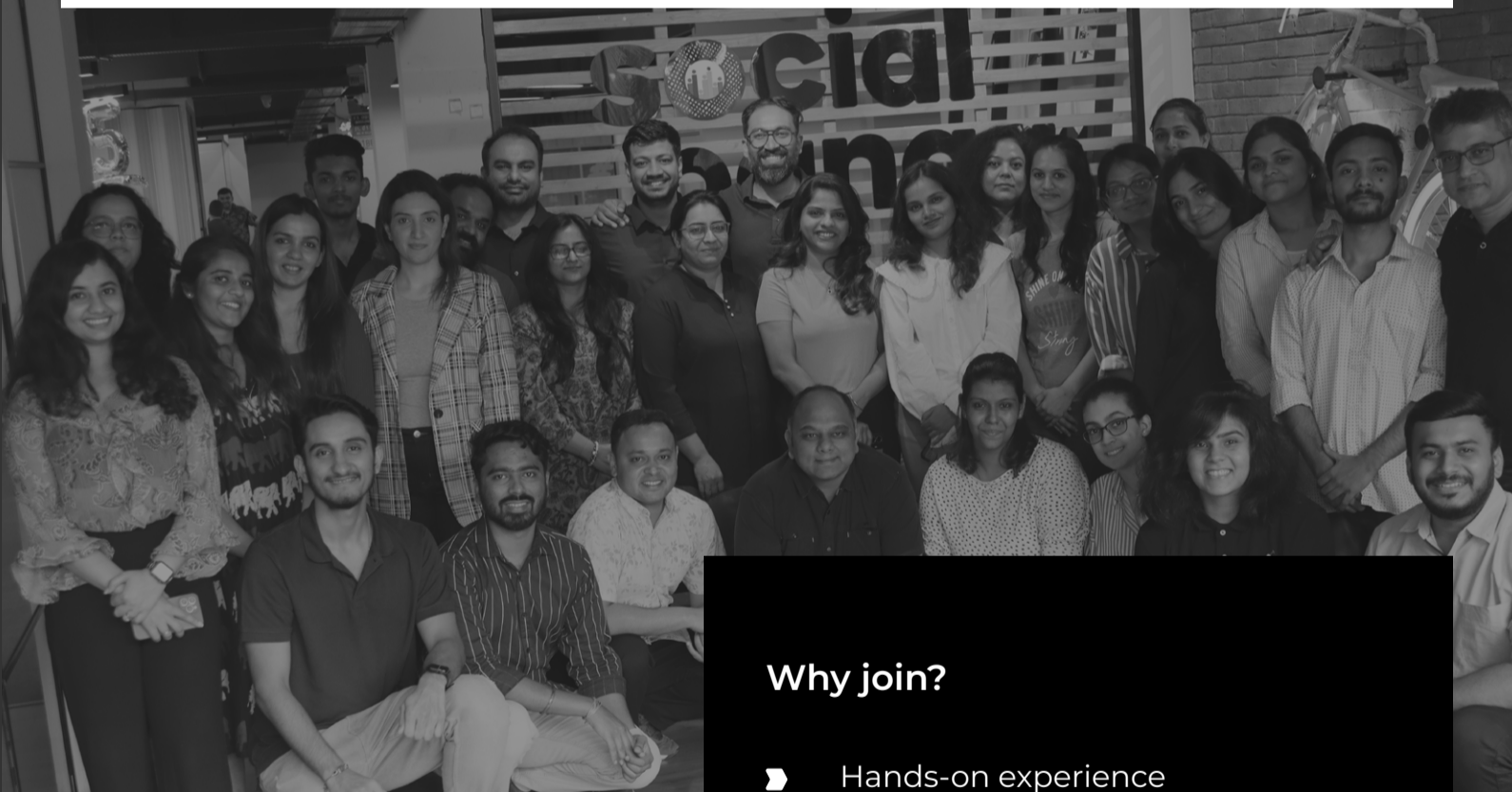
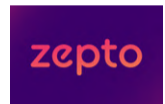
Learn Through Experience

## 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:



### About the Immersion

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

### 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

# Programme Completion Certificate



Online  
Programmes



in association with

**upGrad**

This is to certify that

*Full Name*

STUDENT ID: 0000000

has successfully completed the 5.5 months online programme  
and has been awarded the

*Post Graduate Certificate in*

*AI-Powered Digital Marketing and Communication*

with specialisation in

*Marketing Analytics and CRM*

DD/MM/YYYY

**PROF. SIDDHARTH DESHMUKH**  
Programme Director

**PROF. ANITA BASALINGAPPA**  
Lead - Online Programmes

**MS. JAYA DESHMUKH**  
Director & CEO  
MICA

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

## Industry Certificate from Social Panga



## Certificate from CleverTap



Note: Only for Marketing Analytics & CRM Specialisation

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# We Don't Just Upskill You, We Deliver Career Success

Resume  
Building



Soft Skills  
Development



Aptitude  
Training



Soft Skills  
Modules



Flexible  
Learning Hours



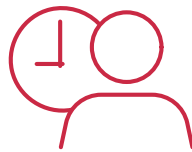
Guided  
Menternships



Aptitude  
Modules



1:1 Coaching



Lifelong  
Learning



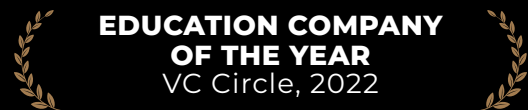
# ABOUT upGrad

“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 programmes from top universities in India and the world.”



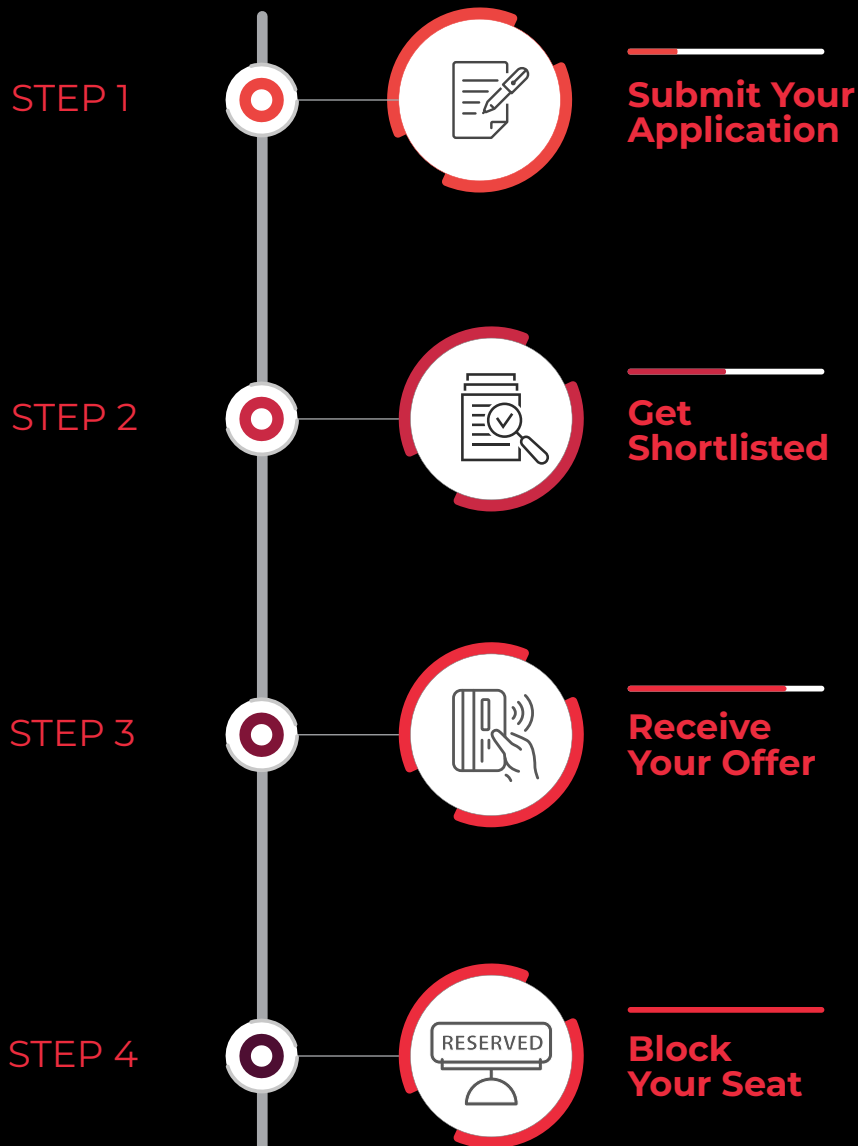
**Ronnie Screwvala**

Co-founder & Executive Chairman



# Eligibility Criteria

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



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



**Write to us:**

[admissions@upgrad.com](mailto:admissions@upgrad.com)



**Visit us at:**

[www.upgrad.com](http://www.upgrad.com)



**Call:** 1800-210-2020

**upGrad**

LET'S TALK

