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upGrad

AI-Integrated
Learning

Advanced Certificate in **Digital Marketing & Communication**

4 - 10 Months **Online**

2 Tracks ♦ 6 Specialisations ♦ Offline Industry Immersion

Join India's Prestigious
Digital Marketers Program



The Future of Marketing Careers Backed by MICA, Delivered by upGrad

ONE

Powerful Program

8+ YEARS

of Excellence

190000+
Learners

85+
Batches

25000+
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.

Earn Prestigious Credentials Upon Completion



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



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



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



Learn From Esteemed MICA Faculty



Prof. Siddharth Deshmukh
Program Director, Adjunct Faculty, Digital Platform & Strategies



Prof. Anita Basalingappa
Professor of Marketing



Prof. C.D Mitra
Adjunct Faculty



Prof. Falguni Vasavada-Oza
Professor of Marketing



Prof. Sukaran Thakur
Professor of Marketing

And India’s Leading Digital Marketing Experts



Apoorv Sharma
Chief Marketing Officer



Prashanth Balasubramanian
Head of Strategy & Operations



Nikhil Kant
Head of Brand Marketing, PR & Social



Siddharth Kapur
Brand & GTM Strategist



Joydip Ghosh
Senior Director Digital Marketing



Richa Parekh
Digital Marketing Lead



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



Note: This faculty list includes educators from both recorded content and live sessions, aligned with the program's hybrid delivery model.

Our Learners Transitioned To Successful Brands & Agencies



Arunima

Account Executive



Mayank Adhiraj

SEO Executive



Pratiksha Uniyal

Digital Planning and Reporting
Executive



Purva Nirvikar

Senior Officer -
Content & Quality Audit



Mayank Adhiraj

DM Executive



Sushanta Mukherjee

Sr. Brand Associate



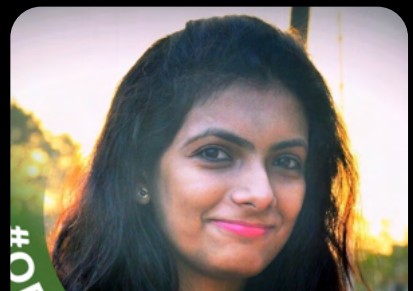
Ranjan Sahu

Consultant



Chhama Rai

SEO Manager



Sheetal Soans

Jr. Digital Analyst



About the Program

The Advanced Certificate in Digital Marketing and Communication 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)



5+ Certifications on Successful Completion

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

Personalise Your Learning Journey with Tracks

This program offers two tracks: Beginner and Advanced. You can choose to embark on your program 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 program:



Program Curriculum

Course 1: Foundations of Digital Marketing

- Fundamentals of Marketing and the Consumer**
Analyse the evolving marketing funnel and the behavior of digital consumers to design targeted marketing approaches.
Develop AI-assisted buyer personas to inform targeted digital marketing approaches.
- 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.
- Building a Digital Presence**
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

- Social Media for Growth**
Plan and execute a platform-specific organic strategy leveraging content trends, influencer outreach, and AI-assisted content design.
- SEO Strategy & Optimization**
Design and optimize a scalable SEO strategy using advanced techniques including AEO, schema, and AI-powered content workflows.
- 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 localized targeting tools to engage and convert users on mobile platforms.

Tools



Course 3: Paid Marketing Essentials

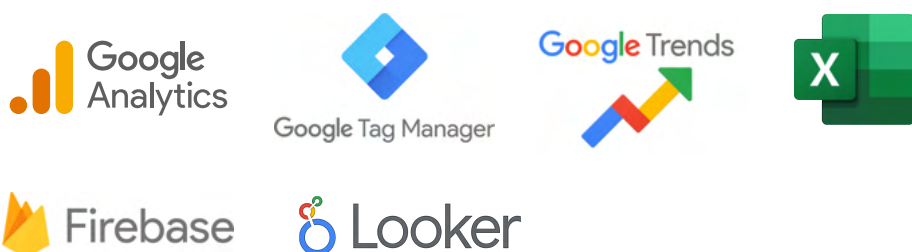
- Running Meta Ads**
Design and launch Meta ad campaigns using targeting strategies to drive engagement, boost conversions, and maximize ROI across Facebook and Instagram.
- Running Google Ads**
Set up and optimize Google Search ad campaigns by conducting keyword research, writing compelling ad copy, and analyzing performance data. Learn about conversion rate optimisation.
- Marketing Automation & Agentic AI**
Build automated marketing workflows using CRM tools and AI-powered triggers to streamline messaging and increase operational efficiency.
- Programmatic and Affiliate Advertising**
Plan and evaluate programmatic and affiliate campaigns by selecting appropriate platforms, partners, and performance models.

Tools



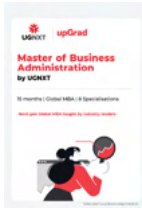
Course 4: Marketing Analytics and Strategy

- Web and App Analytics**
Analyze user behavior across web and app platforms using advanced GA4, Firebase, and Clever Tap features to derive insights for business growth.
- 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.
- Scaling Businesses with Marketing**
Evaluate marketing campaigns based on ROI, attribution, and revenue contribution to drive strategic decisions in media planning and budget allocation.



Learn from Real-World Campaigns

01



The Whole Truth:

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

03



Salesforce:

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

05



Amazon Associates:

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

Swiggy:

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



02

Infidigit:

Perform various on-page and off-page SEO strategies for increased optimisation.



04

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:



Quora

➤ 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:



ChatGPT



DALL-E



Clipchamp



Dialogflow



perplexity



Chatbase



Poe



WOTNOT

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:

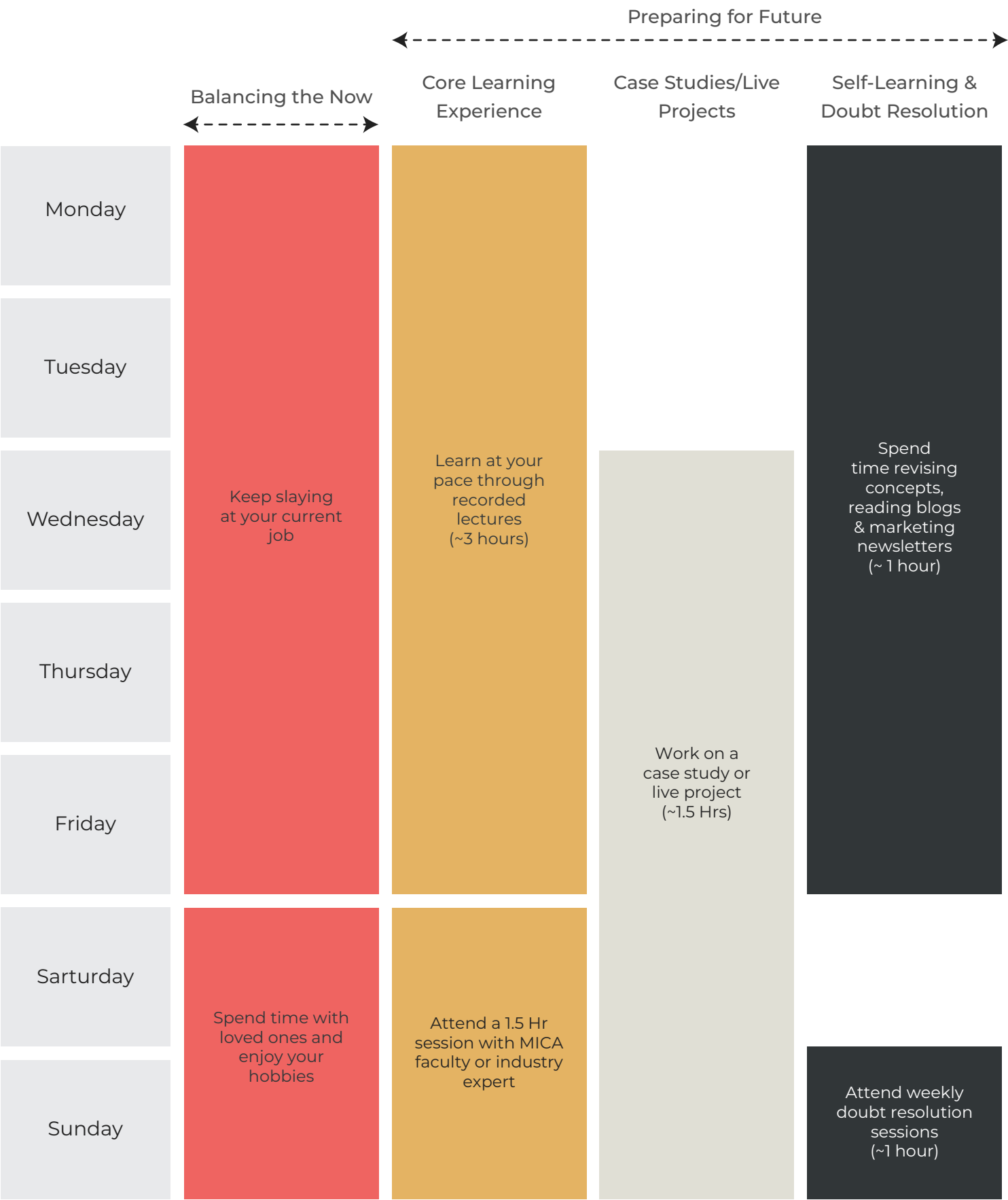
1. Create a roadmap for omnichannel experience across touchpoints.
2. Allocate marketing budget for a B2B firm to meet defined business objectives.

Marketing Leadership Templates

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

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.

Industry Immersion with Social Panga

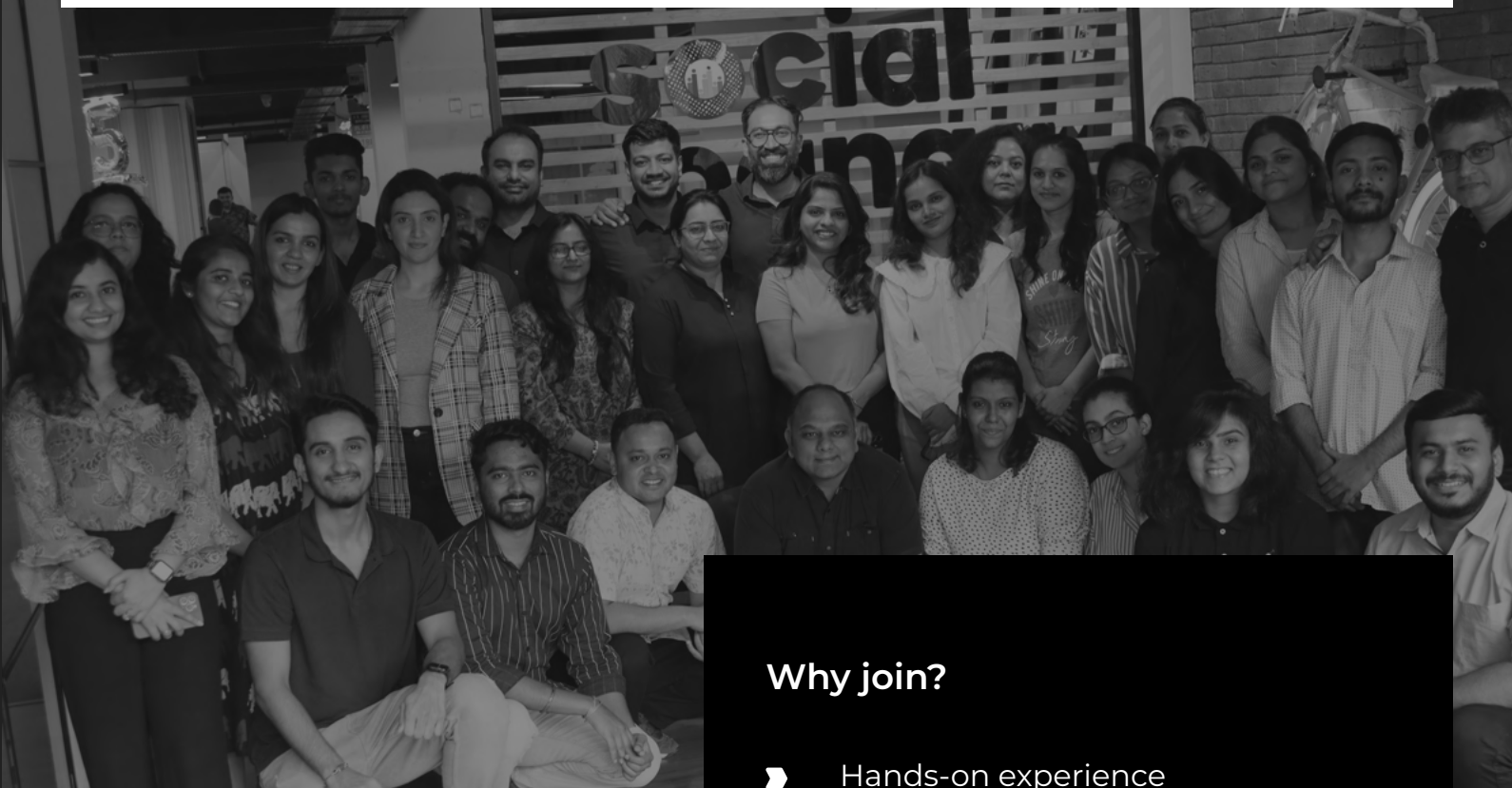
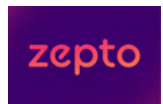
Learn Through Experience

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 Program (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

Program Completion Certificate

Online Programmes			
in association with			
upGrad			
This is to certify that			
<i>Name</i>			
has successfully completed the 4-month online programme and has been awarded the			
<i>Advanced Certificate in</i>			
<i>Digital Marketing and Communication</i>			
on DD/MM/YYYY			
PROF. SIDDHARTH DESHMUKH Programme Director	PROF. ANITA BASALINGAPPA Lead - Online Programmes	DR. GITHA HEGGDE Dean	MS. JAYA DESHMUKH Director & CEO MICA
STUDENT ID: 000000			

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 Badge



Certificate from CleverTap



Note: Only for Social Media and Content Marketing Specialisation

Note: Only for Marketing Analytics Specialisation

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The upGrad Advantage: 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

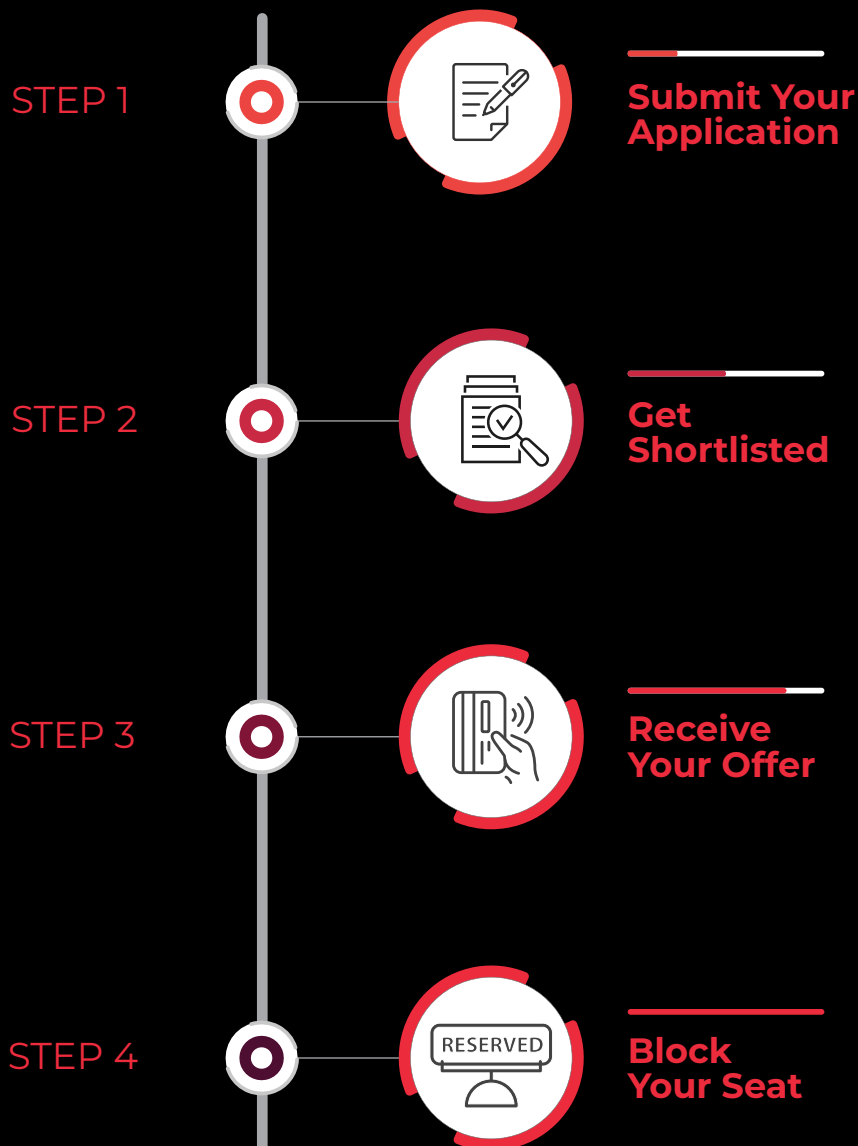


Lifelong
Learning



Eligibility Criteria

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



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

Powered by
upGrad

Q upgrad.com

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 **+1 240-719-6120**

Vietnam:

 **connect@upgrad.com**

 **1900-23-23-06**

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