Generative AI Mastery Certificate for
Content Creation

Become a 10x Content Creator

Create Images | Generate Videos | Clone Your Voice | More

Lead the Content Revolution with AI

87%
of tech marketers

use Generative AI tools for content creation, up from 79% in 2024

(Source: Content Marketing Institute)

62%
Faster
Video Production

AI tools have reduced training video production time from 13 days to 5 days

(Source: Synthesia)

In collaboration with

upGrad | ■■ Microsoft
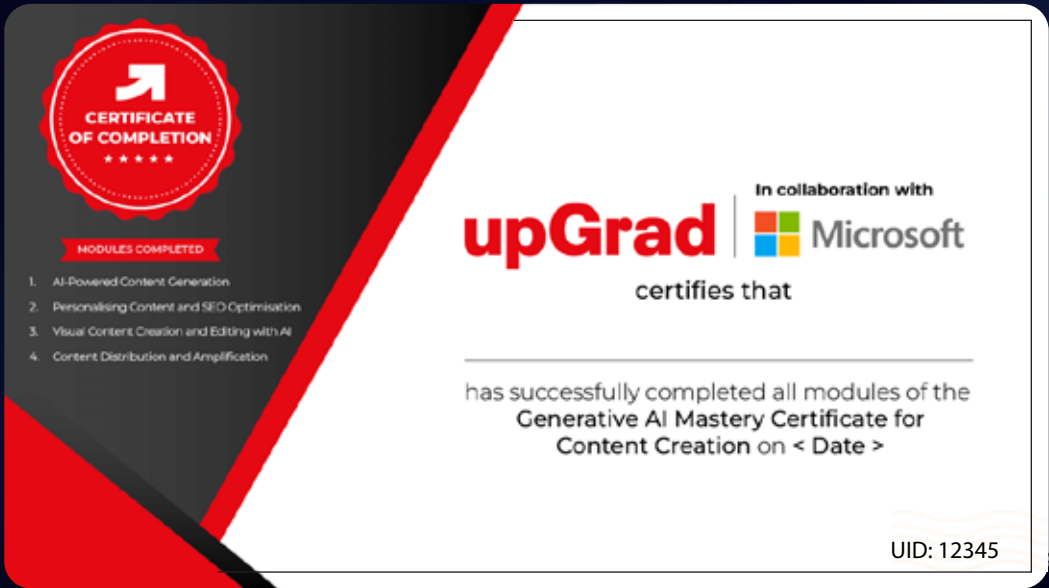
This program is designed for content creators, social media specialists, copywriters, designers, entrepreneurs and other marketing professionals who want to leverage **Gen AI-powered** tools to write, design, and produce content at scale.

As part of this program, you will:

- Master AI-driven research, writing, & storytelling
- Create professional audio, visual & video content
- Learn the most in-demand tools in GenAI content creation

Get certified by the best in AI and upskilling

CERTIFICATE OF COMPLETION
★★★★★

MODULES COMPLETED
1. AI-Powered Content Generation
2. Personalising Content and SEO Optimisation
3. Visual Content Creation and Editing with AI
4. Content Distribution and Amplification

upGrad | **In collaboration with** ■■ Microsoft

certifies that

has successfully completed all modules of the **Generative AI Mastery Certificate for Content Creation** on < Date >

UID: 12345

This certificate is representative, and subject to change at the discretion of upGrad and Microsoft

About the Program

This is a unique program where you learn from content creators as well as branding and marketing professionals about GenAI-based content creation. Learn to craft compelling text, image, audio, and video content, and develop strategic marketing campaigns.

8 Weeks
Optimised learning for professionals

10+ GenAI Tools
Ace top text, image, audio and video tools

1 Capstone Project
Create marketing collaterals using AI

Free Copilot License
Get it for two months

4 Hours/Week
Flexible learning for busy professionals

Module 1: AI-Powered Content Generation

❱ Building a Foundation
- Understand the role of Gen AI in content creation
- Identify the areas where AI can help, where it can't
- Use the HUMAN framework to humaise your content from AI

❱ Creating Your Own AI-Powered Content Creator
- Create your own custom GPT for writing purposes
- Understand the applications of custom GPTs in marketing

❱ Tools

Microsoft 365 Copilot

Module 2: Personalising Content and SEO Optimisation

❱ SEO and Generative AI
- Understand the impact of content created using GenAI on SEO
- Explore the best practices, do's and don't of content creation

❱ AI for Text-based Content Creation
- Explore the different Gen AI tools for text creation
- Create effective ad copies, social media captions, scripts and emails using Gen AI tools
- Learn how to repurpose text-based content

❱ Tools

ChatGPT　　　　　　　　　Perplexity

NotebookLM

Module 3: Visual Content Creation and Editing with AI

❱ Creating Visuals for Marketing
- Explore the different Gen AI tools and learn effective prompting techniques for image creation
- Understand the use cases of Gen AI images in marketing: product photography, social media content, and so on

❱ Creating Music using AI
- Explore the different Gen AI tools for music and voice over creation
- Learn how to create a clone of your own voice

❱ Creating Videos for Marketing
- Experiment with different Gen AI tools for video creation
- Create your own digital twin using GenAI

❱ Tools

Midjourney　　　　　　DALL-E　　　　　　　Flair

Suno　　　　　　　　ElevenLabs

Module 4: Content Distribution and Amplification

❱ Cracking a Marketing Campaign
- Discover what goes behind an AI-led / AI-assisted marketing campaign
- Explore the scope of marketing with AI influencers

Key Demonstrations

Zomato　　　　Cava　　　　　Spotify　　　　Britannia

Boat　　　　　Cadbury　　　　Cashe　　　　Wakefit

Ask anything

➕　🌐 Search

Learn from the Best in the AI Industry

Gayatri Agrawal

Founder @ALTRD, AI-Marketing Agency

Award-Winning AI Innovator

Ex-Geospatial Data Analyst

Ex-Spatial Designer, Metaverse

Himanshu Goel

Co-Founder & COO, FUTR Studios

Creating India's First Virtual Influencer

Author and Content Creator

Influencer Marketer

Siya Wadhawan

Brand Head, Boltfit

Ex-Head of Product Marketing @ boAt Lifestyle

Ex-Brand Marketer, Bajaj Electricals

Nivedan Rathi

Founder @Future & AI

Former Marketing Head, Meesho

Content Creator

TEDx Speaker

Nitesh Raj

India Brand Head, Lenovo

Ex-Brand Manager, Wakefit

Ex-Brand Manager Rupeek

In collaboration with

upGrad | Microsoft

🔍 **www.upgrad.com**

Europe, Middle-East and Africa:

✉ info.emea@upgrad.com
📞 +44-20-4602-3556

North and South America:

✉ globaladmissions@upgrad.com
📞 +1 240-719-6120

Asia Pacific except India:

✉ query@upgrad.com
📞 +65 6232 6730

Vietnam:

✉ connect@upgrad.com
📞 1900-23-23-06