

In collaboration with

upGrad



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)

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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



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 humanise 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

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upGrad

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LET'S TALK

