

upGrad



# Advanced Certificate in Brand Communication Management

5 Months | 6 weeks per specialisation (optional) | Online

Specialisations Available:

Social Media and Content Marketing

Marketing Communications and PR

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# About upGrad

Every business requires a communication strategy aligned with its business objectives. This communication strategy needs to be impactful and efficient. We are at an exciting juncture in the business and economic history of India and need to market our products in the best way possible to compete with multiple players in the market. As more products are being launched everyday, there is an increased demand for qualified, well-rounded marketers to take them to the market in the most effective way. And to become a

successful marketer in today's world, you need to have an in-depth understanding of communication management, especially in the digital age and how to build a brand that your customers can connect with and achieve business goals in the process. If you are reading this, you may wish to accelerate your career in Brand Communication Management. With upGrad, we promise to equip you with the perfect mix of business acumen and technical capabilities to help you achieve exactly the same.



**Ronnie Screwvala**  
Co-founder and Chairman

**upGrad**

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# About MICA

MICA - The School of Ideas, Ahmedabad, established in 1991, is one of the premier business management institutions in Asia-Pacific, known for its prowess in Integrated Marketing Strategy, Digital Transformation Management, Marketing, Creativity and Communication. Companies hiring from MICA include Amazon, Axis Bank, BCG, Google, GroupM, Ogilvy and many more.

MICA has educated thousands of Marketing & Business Leaders in the last 25 years, with alumni stalwarts like Kunal Jeswani, CEO of Ogilvy India; Athreyan

Sundarajan, VP, Commercial Strategy and Communication APAC, FOX; Swati Rai, Basel Analyst at Societe General Global Solutions Centre. I can guarantee that the MICA and upGrad partnership will bring all the traditional techniques in marketing and combine them with cutting edge learning that will make you the most successful leader not just in a marketing role, but in the world of communication management. In an inter-connected global world, you will emerge as a responsible responsive smart leader.



**Dr Githa Heggde**

Dean



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# Insights from **Academic and Industry Experts**



## **FALGUNI VASAVADA-OZA**

### **Professor, MICA**

She completed her PhD in Advertising Management and has spent almost 20 years teaching Marketing, Advertising and IMC-related subjects at MICA.



## **DR. ANITA BASALINGAPPA**

### **Professor, MICA**

She is a professor in Marketing and Chairperson of Online Programs at MICA.



## **JAGANNATH A.L**

### **Head of Marketing, ThoughtWorks**

He is an MIT Sloan alumnus who has worked with companies like LinkedIn, VMware, DDB Mudra and more. He has over 25 years of Marketing experience across categories.

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# Insights from

# Academic and Industry Experts



## **SIDDHARTH KAPUR**

### **Business Head - Adult Nutrition and Wellness - India & SEA, Danone**

A purpose-driven growth mindset backed professional with 13+ years of experience in consumer-centric marketing. His business expertise is driven by compelling brand storytelling.



## **AMEYA MOHANE**

### **Brand Marketing Strategist Consultant Brand Gene**

A seasoned brand marketing, innovation and communications consultant with 15+ years of experience in managing integrated brand marketing.

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# Program **Highlights**



## **Learn from World-Class Experts**

- Study from reputed instructors from MICA
- Get guidance from industry stalwarts working at HUL, Xiaomi, Reliance and more



## **Work on Case Studies and Projects**

- Immersive workshops on creative brief writing and brand concept building
- Solve case studies and business problems for companies operating in various industries



## **Master Skills with Playbooks**

- Learn how new-age brand managers build strategies and execute campaigns



## **1:1 Executive Coaching Sessions**

- Powerful, industry preferred approach to leadership development
- Participants get a chance to work with highly experienced coaches



## **Fun and Interactive Networking Sessions**

- Networking is a critical ingredient to successful leadership and this program intends to help learners build their network through interactive sessions with accomplished peers in this program

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# Program **Highlights**

**25+**

Live Sessions

**5+**

Case Studies

**5+**

Tools & Templates

**4+**

Industry Trends Debate Sessions

**1**

Capstone Project

**6**

Personalised Industry Sessions

**3**

Days Annual On-campus Immersion at MICA

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# Who is this **Program** for?

The Advanced Certificate in Brand Campaign Management is designed to train professionals to meet the growing demand for professionals in the Brand and Communications industry. The curriculum is dynamic and is adapted to suit the changing needs of the industry. The main objective of the course is to provide basic and emerging concepts in relation to better decision making in the areas of branding and campaign management.



**01.**  
**FRESHERS**



**02.**  
**TRADITIONAL  
MARKETERS**



**03.**  
**COPYWRITERS**



**04.**  
**SALES  
PROFESSIONALS**



**05.**  
**ENTREPRENEURS**

# Program Curriculum

COURSE	MODULE	TOPICS
<b>Introduction to Brands and Customers</b>	<b>Introduction to Branding</b>	<ul style="list-style-type: none"> <li>- Difference between Marketing, Advertising and Branding</li> <li>- Meaning and Significance of Branding</li> <li>- Examples of successful brands and their characteristics</li> <li>- Brand Equity Concept - Keller's CBBE</li> </ul>
	<b>Customer Centricity</b>	<ul style="list-style-type: none"> <li>- Importance of being a customer-centric brand</li> <li>- Types of Consumer Archetypes (examples with different brands)</li> </ul>
		<ul style="list-style-type: none"> <li>- Understand primary and secondary research skills to gather consumer market data</li> <li>- Explore the use of surveys, focus groups, and other qualitative methods of research</li> </ul>
		<ul style="list-style-type: none"> <li>- Introduction to Consumer Marketing, Consumer Psychology and Buying Behaviour</li> <li>- Understanding Online and Offline Consumer Behaviour</li> </ul>
		<ul style="list-style-type: none"> <li>- What are insights, how do you derive insights? (tension vs human truth)</li> <li>- Insights - Learning How to Apply Them</li> </ul>

# Program Curriculum

COURSE	MODULE	TOPICS
<p><b>Introduction to Brands and Customers</b></p>	<p><b>Brand Management and Assessment</b></p>	<ul style="list-style-type: none"> <li>- Brand Architecture and Brand Portfolio</li> <li>- Advantages of Creating a Brand Portfolio, Brand Portfolio vs Brand Architecture, Strategies for Brand Portfolio Management</li> <li>- Outcomes of a Faulty Portfolio Strategy</li> </ul>
		<ul style="list-style-type: none"> <li>- Overview of your industry, a look at your target market, an analysis of your competition, your own projections for your business, and any regulations you'll need to comply with.</li> </ul>
		<ul style="list-style-type: none"> <li>- Talking about common business problems and how they can be translated to brand problems. For example: Raising product/service prices at a rate greater than inflation over time</li> <li>- Focus on short-term profitability at the expense of long-term revenue growth, Leveraging brand equity and launch newer SKUs for ensure profitability</li> <li>- Increasing trial for new product in Tier 3 cities, etc</li> </ul>
		<ul style="list-style-type: none"> <li>- What is a brand brief? Who should write a brand brief? Elements of a brand brief (An Overview of Your Business and Brand, The Objectives of Your Branding Project, Your Target Audience and Market, The Problem You're Facing, Project Specific Information, More About Your Business, Competitor Information, Project Timescales, Project Budget, etc), Steps of writing a brand brief</li> </ul>

# Program Curriculum

COURSE	MODULE	TOPICS
<b>Marketing Communications</b>	<b>Marketing Communications - Channels</b>	<ul style="list-style-type: none"> <li>- Introduction to Marketing Communications and channels</li> <li>- Introduction to offline advertising channels</li> <li>- Evaluation of some groundbreaking advertising campaigns by brands</li> </ul>
	<b>Integrated Marketing Communications</b>	<ul style="list-style-type: none"> <li>- Introduction to online advertising channels Social media, SEO, SEM, etc.</li> <li>- Evaluation of some groundbreaking advertising campaigns by brands</li> </ul> <ul style="list-style-type: none"> <li>- Introduction to full-funnel marketing What, why and how of IMC</li> <li>- Selecting the right channel mix &amp; building a unified brand identity; Media mix strategy</li> <li>- Examples of a Brand Campaign with successful integrated marketing communication strategy</li> </ul>

**Capstone Part A**

# Program Curriculum

COURSE	MODULE	TOPICS
<p><b>Working in an Agency</b></p>	<p><b>Brand and Agency</b></p>	<ul style="list-style-type: none"> <li>- What is brand planning and strategy - key responsibilities of a brand strategist / planner</li> <li>- A Day in the life of a brand strategist/planner + myth buster Key areas of learning to be a successful brand strategist/planner</li> </ul> <hr/> <ul style="list-style-type: none"> <li>- Evolution of Ad Agencies- Various Stages and Current Status, Various Functional Departments and scope of their Work (Account Planning, Account Servicing, Creative Copy &amp; Art, Media, Production, Billing, HR etc.), Ad Agency: Functions, Types, Structure, Departments, Remuneration</li> </ul> <hr/> <ul style="list-style-type: none"> <li>- Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths</li> <li>- Client Related Issues and Process: Stages in the Client Agency Relationship, Factors affecting Client-Agency Relationship</li> <li>- Revenue and Commission Systems</li> <li>- Building a perfect pitch</li> <li>- Agency Visits and Interacting with Management</li> </ul> <hr/> <ul style="list-style-type: none"> <li>- How to decode a brand brief from scratch and build a strategy around it</li> </ul>

# Program Curriculum

COURSE	MODULE	TOPICS
<b>Working in an Agency</b>	<b>Brand Campaign Management - I</b>	<ul style="list-style-type: none"> <li>- Introduction to Strategic Planning and its importance</li> <li>- The Process of planning and various steps involved</li> </ul>
		<ul style="list-style-type: none"> <li>- Establishing the importance of Creative Brief</li> <li>- Workshop on the elements of a Creative Brief</li> <li>- How to formulate a succinct brief and coming up with the Big idea</li> </ul>
		<ul style="list-style-type: none"> <li>- Brainstorming and Ideation techniques</li> </ul>
	<b>Brand Campaign Management - II</b>	<ul style="list-style-type: none"> <li>- Creation of messaging strategy: What to say (Selection of Attributes, Benefits and Appeals)</li> <li>- How To Say (Selection of Verbal and Visual Elements)</li> <li>- Execution style and Source of Delivery</li> <li>- Stakeholder Management</li> </ul>
		<ul style="list-style-type: none"> <li>- Media planning and buying process</li> <li>- Evaluating media options</li> <li>- Understanding RFM</li> </ul>
		<ul style="list-style-type: none"> <li>- Measuring + Reporting Campaign Results; Criteria For Judging</li> <li>- Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, GRPS, etc.</li> <li>- Research Techniques For Pre and Post Testing</li> </ul>
<ul style="list-style-type: none"> <li>- How to curate and deliver a perfect brand pitch</li> <li>- Deck creation + Delivery</li> </ul>		

## CAPSTONE PART 2

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# Program Curriculum

## For Specialisations: Social Media and Content Marketing

### Deep Dive into Content Creation

- Get in depth understanding of 3 C's of content creation - customers, channel & content.
- Learn the art of storytelling and understand the change in messaging style at different stages of the consumer funnel.
- Understand the various strategies for content creation process such as auditing competitors to create better content and repurpose content for more effective use.

### Advertising on Social Media

- Identify the different objectives and different factors which can be achieved by running ads on various social media platforms.
- Understand and analyse the different performance measurement and optimisation avenues possible for social media ad campaigns.
- Deep dive into different social media ad platforms such as Facebook, Instagram, LinkedIn, Twitter and Quora etc.

### Community Management

- Learn to manage a community or an audience and how to set up a strategy for community engagement.
- Understand how to implement the strategies and engage with your community, ranging from creating a welcome message to your audience, responding to different kinds of messages your community poses, to creating contests and engagement activities for your audience.
- Learn the various content moderation techniques.
- Learn how to use Facebook, Hootsuite and other tools to automate community engagement activities. Also, how to identify the right KPI's that will aid your analysis.

### Case Studies and Tools

- Project on how McGraw Hill uses content marketing to create awareness about its brand.
- Project on making the community engagement strategies for The Quint and create the necessary communication for its diverse set of users.
- Learn tools like Hootsuite and Canva apart from learning to work on different social media ad platforms.

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# Program Curriculum

## For Specialisations: Marketing Communications with Focus on Public Relations

### Campaign Planning

- Situation analysis.
- Defining communication objectives.
- Defining target audience and building buyer persona.
- Identify the USP for your communications.

#### Key Outcomes:

- Understand the different steps going into developing marketing communications campaigns.
- Perform situational analysis, develop communication objectives.
- Create buyer persona of your target audience.

### Developing Creative Communications

- Creativity and idea generation.
- Defining customer centric communication.
- Writing creative briefs.
- Proposal writing.
- Marketing communication tools.

#### Key Outcomes:

- Understand and implement different idea generation techniques.
- Write creative proposals and creative briefs.
- Identify the different marketing communication channel mix to distribute your content.

### Public Relations

- Building and maintaining media relationships.
- Influencer and analyst relationships.
- Online reputation management.
- Crisis management.

#### Key Outcomes:

- Understand how to develop media, influencer and analyst relationships.
- Manage online reputation across different social media channels.
- Develop and distribute crisis management communications.

# Elements of Career Services

## Jobs on Career Centre

Career Centre offering upGrad jobs across experience levels and CTC ranges.

- Easy apply feature for upGrad hiring partner vacancies
- Create resume at profile builder and with one click to apply for various jobs

## Interview Preparation

Pre-recorded content on topics such as:

- Profile building, communications, etc
- Problem solving approach
- Approaching guesstimates
- Domain specific interview question bank and much more.

## Profile Builder (AI Powered)

An easy to use Resume, LinkedIn and Cover letter preparation tool.

- Resume Score: AI-Driven Resume Score
- Real-time recommendations to improve
- Match your resume to the JD and check fitment LinkedIn Profile Review.
- Cover Letter creation

## Career Mentorship Sessions

Get personalised career advice through 1-1 sessions with industry experts.

- Goal setting for better employment results

## Just In Time Interview Prep (JIT)

For upcoming job interviews JITs are conducted within 48 hours for eligible programs.

- Tailored to job role and target domain
- Real time feedback and tips for improvement

## High Performance Coaching

Dedicated coaches working with you to identify best suited career opportunities.

- Help you define your value proposition
- Lay out a Career Path and help you adhere to your timelines and goals
- Help you with interview preparations, finding jobs in the market, salary negotiations and other preparations as required

## Personalised Industry Session

90-minute sessions over the weekend by leading industry experts

- Session categories: Career, Technical and Communications
- Doubt resolution
- Develop proof of concepts and apply theoretical concepts in the real world
- Assess skill levels
- Peer Networking
- Classroom element
- Business communication sessions and much more..

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# upGrad **Learning Experience**

## LEARNING SUPPORT



### **Student Support Team**

- Student Support is available 7 days a week, 24\*7
- You can write to us at [studentsupport@upgrad.com](mailto:studentsupport@upgrad.com) or for urgent queries, use the "Talk to Us" option on the learning platform.



### **Industry Mentors**

- Receive unparalleled guidance from industry mentors, teaching assistants and graders.
- Receive one-on-one feedback on submissions and personalised feedback for improvement.

## DOUBT RESOLUTION



### **Q&A Forum**

- Timely doubt resolution by industry experts and peers.
- 100% expert-verified responses to ensure quality learning.



### **Expert Feedback**

- Personalised expert feedback on assignments and projects.
- Regular live sessions by experts to clarify concept related doubts.

# Program Details



## Program Start Date

Visit website



## Program Duration

5 Months



## Eligibility

Bachelor's Degree or Equivalent



## Program Fee

- **Advanced Certificate in Brand Communication Management** - ₹ 94,499 (Inclusive of all taxes)
- **Advanced Certificate in Brand Communication Management + 1 Specialisation** - ₹ 1,09,499 (Inclusive of all taxes)
- **Advanced Certificate in Brand Communication Management + 2 Specialisation** - ₹ 1,24,499 (Inclusive of all taxes)



## Selection Process

### Fill the application form

Apply by filling a simple application form.

### Get shortlisted

Candidates will be shortlisted based on application submitted.

### Pay & start learning

An offer letter will be rolled out to select a few candidates. Secure your seat by paying the admission fee.

# upGrad

🔍 [upgrad.com](https://upgrad.com)

For further details, **contact**



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



**1800 210 2020**

\*We are available 24\*7

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