MICA | Online Programmes

In collaboration with EMERITUS



AI + AI Certification

Certificate Programme in

Strategic Brand Management and Communications with AI Add-On

STARTS DECEMBER 22, 2026

36 Weeks I Online

PROGRAMME Summary

Certificate Programme in Strategic Brand Management and Communications with AI Add-On

Institute Name
MICA

Programme Duration
36 Weeks

Cost
IINR 1,36,500 + GST/ AED 6,078

Learning Mode
Online Sessions

Weekly effort
4-5 hours of weekly commitment by learners

Faculty
MICA

Payment Options
Flexible Instalments plans with EMI options available

Special Pricing
Special pricing up to 10% discount is available for corporate plans

Eligibility
Any Graduate (10+2+3) /Post Graduate from a recognised university (UGC/AICTE/DEC/AIU/State Government) in any discipline

Certificate
MICA will award a certificate of successful completion to participants who complete the programme successfully with 70% of the score in evaluation. The E-certificate will be provided by MICA

Learning Experience

- Learn from leading MICA faculty and industry experts
- Learn from capstone project
- There will be an optional one-day campus immersion toward the end of the programme.
- Get the prestigious MICA Certificate of Completion

Optional AI Certification available

Frequently Asked Questions

Are there any LIVE sessions with the institute faculty in this course?
This course is designed to give flexible learning given time constraints of working professionals and contains high quality pre-recorded videos with the globally renowned faculty from MICA.

What is the role of the Programme Leader? Are they institute faculty?
Programme leaders are Industry Practitioners/ Subject Matter Experts who help with doubt clearing, cover specific topics deeper and share real-world examples wherever needed. They are not faculty of the institute

Who grades/ gives inputs on the assignments and projects?
The assignment grading frameworks are created in collaboration with the institute faculty, however the actual grading is done by the Programme Leaders

Is there a qualifying mark/ grade to get the final certification in this course?
Yes, the qualifying mark is 70%.

What if I miss the assignments for a particular week? Can I attempt them later?
An assignment that is not submitted by the due date is late. Late assignments will be accepted until one week after the programme end date, which is published on the programme homepage. If later than the one week grace period, and if the assignment is graded, there will be no marks awarded for the assignment, it will be marked 'nil'.

Who is the faculty for the LIVE Webinar/ Online sessions/ Doubt Clearing sessions?
LIVE Webinars are done by subject matter experts, who have real world experience in the domain.

Do I get Alumni status of the Institute on completion of this course
Yes, the candidate is eligible for an Executive Alumni Status.

Will Emeritus/ Institute help with placement services?
This course is designed with some of the best faculty and to cover relevant topics in a manner that creates positive career outcomes. Over 87% Emeritus learners have witnessed career growth post completing their course. As an additional service, we provide resume writing guidance, navigating job search and interview prep along with this course. All this guidance is provided over recorded videos, this is not live. We do not offer placement services with our courses.

What if I don't find the course appropriate for me after starting the sessions? Can I seek a refund?
Participants may request a refund before the cut-off date, which is 14 days prior to the start of the programme. Requests made before this date will be refunded after deducting a ₹5,000 processing fee (taxes are non-refundable). Requests made after the cut-off date (i.e., within 14 days before the programme begins) but before the start of the programme may be granted, subject to a 40% penalty on academic fees. No refunds will be processed once the programme has started. In case the programme is cancelled, a full refund including taxes will be issued. Approved refunds will be processed within 14 business days.

Note: This Course Summary is provided only for your convenience. You are advised to refer to the Course Brochure for more information.

PROGRAMME OVERVIEW

Step into the world of brand excellence with MICA's Certificate Programme in Strategic Brand Management and Communications with AI Add-On, where you will learn how to build brands, launch mission-critical products and services, and acquire new customers. Taught with the right creative approach and strategic perspective, this programme introduces the essential frameworks for marketing, branding, and communication strategy that remain effective both in times of stability and crisis. You will learn how to formulate and implement successful brand strategies, think critically, and recalibrate the ways in which we persuade and connect with customers.

To further strengthen your capabilities in an AI-driven marketing landscape, the programme also offers an AI in Brand Management & Communication, enabling participants to explore how generative and agentic AI can support brand strategy, consumer insight generation, and communication planning.
Whether you're a brand marketer, relationship manager, business leader, or entrepreneur, join this programme to enhance your marketing and communication models and drive meaningful brand-building outcomes.



STARTS ON

December 22, 2026

DURATION

28 + 8 Weeks

FORMAT

Online via Recorded Video Lectures + Masterclass Session by MICA Faculty + Live Sessions by Industry Experts

PROGRAMME FEE

INR 1,36,500 + GST/
AED 6,078

If you don't give the market the story to talk about, they'll define your brand's story for you.

David Brier
Creative Director - DBD International

WHO IS THE PROGRAMME FOR?

This programme is for professionals across fields and ranks who want to imbue their brand with meaning, embed precise business strategies, and elevate customers' brand experience and engagement.

- Early to mid-career professionals working in branding, marketing communication, brand management, brand strategy, public relations, PR agencies and advertising agencies.
- Senior leaders in marketing and brand management departments in companies, who want to explore the branding and communication value chain.
- Founders and Entrepreneurs who want to setup their own organizations and strategic brand management for their org/product and use PR as a channel to communicate their message and vision.



PROGRAMME HIGHLIGHTS

- Pre-Recorded Video Lectures* for self-paced learning from renowned MICA faculty
- 30+ Quizzes
- 15+ Discussion Boards
- Two Live Sessions with Faculty
- Executive Alumni Status
- Capstone Project
- Weekly Live Sessions with Program Leaders
- One-day Campus Immersion at the end of the Programme (Optional)*
- Learn Luxury Brand Management
- Live Masterclasses by Industry Experts
- Additional AI certification in Brand Management & Communication

Notes:

*-*This is a self-paced online programme. We have a curated panel of eminent industry practitioners who will be conducting the weekly live doubt-clearing sessions.*

One-day campus immersion

Fee: INR 5,000 + Taxes

The cost of travel and accommodation must be borne by the participants.

-The final number of quizzes, assignments and discussions will be confirmed closer to the programme start.

PROGRAMME DIRECTOR & FACULTY



Prof. Anita Basalingappa

Professor, Strategic Marketing and Associate Dean - Executive Education

Anita Basalingappa, PhD is a Professor of Marketing and Associate Dean - Executive Education at MICA. She has been working with MICA since 2004. She was a DC Pavate fellow at Judge Business School and Sidney Sussex College, University of Cambridge, the UK, in 2008.

She has been teaching MARKSTRAT, Blue Ocean Strategy, Services Marketing, Managing Brands, Regional branding, and Metrics across residential programmes and online programmes via ed tech partners at MICA and other Institutes of repute in India. Her teaching pedagogy includes simulation, cases, and In-class activities. She teaches Marketing Theory to doctoral students.

Her current research areas include marketing theory, sustainability & street markets, regional brands & rural markets, and social media behaviour of brands & users.

She has held various administrative responsibilities in MICA. She has chaired the Marketing Area, Admissions Committee, Research Committee, and FPM Committee in the past. Currently she chairs the Online Programmes at MICA. She is an invited member of advisory/ board/ expert committees of Organisations/ Universities in India.



Dr. Falguni Vasavada

Professor, Strategic Marketing, MICA

Dr. Falguni Vasavada is Professor, Strategic Marketing at MICA. A double gold medallist, she has over two decades of teaching experience in the area of marketing and advertising.

Dr. Vasavada has trained corporate professionals and mentored young entrepreneurs. Her work has been published in international journals and she is involved in international joint research projects in the area of advertising. Dr. Vasavada is also a TEDx speaker.

Her teaching, research and consultancy interests are in the area of Advertising, Branding, and social media.

She Speaks on Advertising, Branding, Marketing, social media, Personal Branding, Gender Equality, Body Positivity, Women Empowerment, Work Life Balance, Happiness as a Lifestyle and Motivation.

PROGRAMME LEADERS



Sophia Christina

Independent Consultant

With over 15 years of industry experience, Sophia Christina is a seasoned marketing and brand communications leader proficient in integrated marketing, creative storytelling, PR, influencer engagement, and crisis management.

An advocate for the strategic role of storytelling, Sophia has crafted compelling narratives and executed branding campaigns for FMCG, Consumer Tech, Lifestyle, and Travel sectors. Notable achievements include launching Xbox One in India, creating the 'Aamsutra' proposition for Pepsi's Slice, and repositioning the coconut as a super-ingredient.

She led the comprehensive rebranding of IIM Ahmedabad's visual identity and digital presence. Sophia's versatility extends to dynamic South East Asia markets, offering insights into diverse consumer trends.

Note: These are the Programme Leaders who had taken the previous batches. Programme Leaders can change basis their availability.



LEARNER TESTIMONIAL



Dipti Parmar

CEO, Heerglobal Agritech Collaborations Pvt Ltd.
Director, Heerglobal Foundation
Director, Zto1 Foundation

Completing the programme with Emeritus has been a truly transformative experience. The curriculum was thoughtfully designed, the faculty deeply insightful, and the global peer network added immense value. Each session challenged my thinking and broadened my perspective - both professionally and personally. This journey has strengthened my confidence and equipped me with practical tools to take on new challenges. I'm grateful to the Emeritus team for their constant support and for fostering such a dynamic learning environment. Proud to be part of this vibrant community of lifelong learners!



Ankit Bawa

Creative Team Lead
Unstop

Last 1 year has been an enriching journey filled with highs, lows, and invaluable lessons. Embarking on the Advanced Certificate Program in Strategic Brand Management and Communications at MICA | The School of Ideas and Emeritus felt like entering a realm of brand storytelling. Having delved deep into visual brand storytelling and execution for 7 years, I aimed to complement my hands-on experience with well-curated theoretical insights from MICA's top-notch faculty and industry experts. From weekly mandatory assignments to immersive Sunday-to-Sunday brand classes and engaging conversations with fellow batchmates, it was nothing less than crafting a personal brand.



“ The sessions by the leading professionals were enriching and captivating. The weekly office hours proved to be extremely beneficial. The course was not overly hectic, allowing participants to learn at their own pace. Additionally, the feedback on assignments was very helpful. ”

- **Vanasri Sridhar**
  Senior Social Media Executive
  Chimpzlab - Digital Marketing Agency

“ I really enjoyed the branding segment of the program. The faculty’s videos were very engaging and provided valuable information. Additionally, Prof. Anita’s live session was full of insights and extremely engaging. ”

- **Aakanksha Shirbhate**
  Marketing Manager
  Anand Sweets & Savouries



CAREER TRANSITIONS

"The programme strengthened my business perspective and helped me understand how communications directly drive business outcomes, giving me the confidence to build my own B2B textile business while consulting for a luxury concierge brand."



Kabir Andrew Khare

Career Transition: Started a Business & Became an Independent Consultant

Brand Director, Design Answers LLP

Proprietor, Cevvanti

"The programme strengthened my strategic understanding of branding and marketing, enabling me to move beyond creative communications and build my own business with a stronger foundation in brand strategy and business thinking."



Raghuram Chitradurga Satyamurthy

Career Transition: From Corporate Professional to Founder

NCD, Younion

Founder, What Else Works

LEARNING OUTCOMES



Develop effective integrated communication strategies, crucial brand management metrics and position your brand.



Gain exposure to key brand communication channels and a comprehensive set of brand elements necessary for brand success.



Comprehend contemporary and future trends in branding and public relations essential for brand evolution and growth.



Learn key aspects of stakeholder management and brand portfolio management.



Acquire the skills to build a winning brand strategy and activate the brand in a competitive marketplace



Learn the different facets of public relations & phases of crisis management. And understand their inter-connections.

CORE PROGRAMME MODULES

MODULE 1: Introduction to Brand and Brand Building

- Elements of Successful Brands
- Branding and its Importance
- Brand attributes and the Selection Process
- Creating Brand Experiences
- Brand Building Process
- Brand Building Strategies
- Benefits and Challenges of Brand Building

MODULE 2: Brand Image and Brand Personality

- Elements of Brand Image
- Importance and Benefits of Brand Image
- Factors Affecting Brand Image
- Strategies to Building strong brand image
- Impact of Brand Image on Consumer Perception
- Measuring Brand Image and Awareness
- Relationship between Brand Image and Purchase behavior
- 5 Key Dimensions of Brand Personality Network
- Difference between Brand Image and Brand Personality

MODULE 3: Brand Identity and Brand Positioning

- Importance of Building Unique Brand Identity
- Importance of Brand Identity Prism
- Brand Wheel Framework
- Creating Unique Brand Identity
- Establishing Brand Identity
- Purpose of Visual Identity
- Brand Positioning

CORE PROGRAMME MODULES

MODULE 4: Brand Loyalty, Brand Equity and Brand Value

- Difference between Brand Loyalty, Brand Equity, and Brand Value
- Factors Contributing to Brand Loyalty
- Building Brand Loyalty
- Factors Contributing to Brand Equity
- Building Brand Equity
- Impact of Brand Loyalty on Brand Equity and Brand Value

MODULE 5: Portfolio Management

- Brand Architecture and Brand Portfolio
- Advantages of Creating a Brand Portfolio
- Brand Portfolio vs Brand Architecture
- Key Focus Areas of Brand Portfolio
- Strategies for Brand Portfolio Management
- Outcomes of a Faulty Portfolio Strategy

MODULE 6: Brand Extension

- Need and Purpose of Brand Extension
- Types of Brand Extension
- Strategies for Brand Extension
- Ansoff's Brand Extension Grid
- Advantages and Disadvantages of Brand Extension
- Consumer's Evaluation of Extensions

MODULE 7: Brand Licensing

- Need for Brand Licensing
- Role of Brand Licensing in Growth Strategy
- Types of Brand Licensing Agreements
- Benefits of Licensing a Brand
- Effective Brand Licensing Strategies

CORE PROGRAMME MODULES

MODULE 8: Brand Metrics

- Brand Metrics and Associated Metrics
- Importance of Brand Metrics
- Contribution of Brand Awareness, Brand Consideration and Brand Association to Brand Metrics
- Measuring Brand Awareness
- Measuring Brand Consideration
- Tracking KPIs using Effective Brand Metrics

MODULE 9: Brand Repositioning, Revitalisation, and Rebranding

- Differentiation Point of Parity and Point of Difference
- Brand Resonance
- Brand Positioning Process and Statement
- Importance of Perceptual Mapping
- Benefits of Brand Essence
- Brand Repositioning
- Brand Revitalisation
- Difference between Brand Repositioning and Rebranding

MODULE 10: Branding - Corporate and Digital

- Corporate Branding and its Benefits
- Building a Powerful Corporate Brand
- Types of Digital Media
- Digital Branding: Components and Importance
- Elements of Digital Brand Strategy
- Importance of Digital Marketing

CORE PROGRAMME MODULES

MODULE 11: Brand Content

- Branded Content and its Advantages
- Branded Content vs Other Brand-related Content
- Characteristics of Branded Content
- Storytelling for Content Creation and Presentation
- Importance of Brand Collaboration
- Content Creation and Presentation Strategies

MODULE 12: Co-branding

- Co-branding and its Importance
- Different Forms of Successful Co-branding
- Strategic Steps for Successful Co-branding
- Co-branding vs Brand Licensing
- Advantages and Disadvantages of Co-branding

MODULE 13: Digital Branding

- The Digital Consumer: How the digital avenue is different
- Content marketing on digital platforms
- Earned media channels and strategy
- Digital marketing: SEO/SEM/Email/Display
- Data Analytics and digital strategy

MODULE 14: Luxury branding

- Global Branding
- Luxury Brand Management
- The Luxury Models through History - From Chanel to Dior - The Pyramid Model, Yves Saint Laurent - Pret-A-Porter, Gucci & Leather Goods - Success in Asia, Giorgio Armani - The Galaxy Model, LVMH
- Online luxury branding

CORE PROGRAMME MODULES

MODULE 15: Future trends in Branding

- Contemporary and Future Branding Trends
- Current Trends Shaping Brand Marketing
- Customer Experience: Role in Brand Marketing
- Role of Content Visualisation in Brand Marketing
- Need for Responsible Consumerism

MODULE 16: Integrated Marketing Communication (IMC)

- What is Integrated Communication Strategy?
- IMC in the Digital Era
- Traditional Marketing vs Digital Marketing
- Key Components of IMC
- IMC Planning Process
- Importance of integrating a creative approach to key Marketing Communication functions

MODULE 17: Brand Building and Communication

- Role of an Organisation's Vision and Mission in Brand Building and Communication
- Creating the Brand Wheel
- Aligning Brand Strategy with the Organisation's Vision
- Traditional and Digital Channels for Brand Communication
- What is Brand Communication?
- Purpose of Brand Communications
- Branding Communications vs Brand Marketing

MODULE 18: Fundamentals of Public Relations – I

- Introduction to Public Relations
- Principles/Objectives of Public Relations
- Evolution and growth of PR
- Factors contributing to the evolution of PR

CORE PROGRAMME MODULES

MODULE 19: Fundamentals of Public Relations – II

- Types of Public Relations
- Functions of PR in an Organisation
- PR in the Age of Social and Digital Media –
- Online Reputation Management (ORM)
- ORM – A continuous process
- Differences between PR and ORM
- How PR and ORM work in tandem
- Activities conducted during ORM campaigns
- Mechanisms to measure online reputation

MODULE 20: Stakeholder Management

- What is Stakeholder Management?
- Different types of stakeholders
- Role of stakeholder management
- Stakeholder Mapping
- Stakeholder management strategies and tools
- Parameters for rating a stakeholder

MODULE 21: Crisis Communication

- What is Crisis Communication?
- Role/Purpose of crisis communication
- Types of crisis
- Role of strategic communication in crisis management
- Effective crisis communication during different stages
- Benoit's 5 major strategies
- Creating a crisis communication plan

CORE PROGRAMME MODULES

MODULE 22: Events Communication

- What is an Event?
- Goals of different types of Events
- Event communications
- Event communication metrics

MODULE 23: Understanding the role and structure of PR Agencies

- Functions of a PR agency
- Difference between account management and client servicing
- Steps to select a PR agency for your business
- Long-lasting client relationships
- Effective tools in an agency management system

MODULE 24: Advertising with an Agency

- When should you hire an agency?
- Which agency is the right choice: Ad agencies, Full Service, brand or creative shops, PR firms, digital/inbound agencies
- Exploring the Indian market and the big names
- Client Related Issues and Process: Stages in the Client Agency Relationship, Factors affecting Client-Agency Relationship, the Pitching Mechanism
- Roles in an Ad agency: Copywriting, Photography, graphic Design, Creative direction, copy editing, digital media specialist, account coordinator etc
- Agency Media Interface
- Agency Revenue Process
- Measuring success with an agency
- Ending relationships with an Agency

CORE PROGRAMME MODULES

MODULE 25: Media Planning and Scheduling

- What is a strategic media plan?
- Importance of media planning
- Key elements of the media planning process
- Difference between media planning and media buying
- Strategies used in media scheduling

MODULE 26: Media Planning II

- Overview of Indian Media scenario
- Defining goals and KPIs
- Designing a digital first media strategy
- Defining Media mix
- Collaborating with creative agencies
- Pricing and price sensitivity and elasticity
- Defining strategy for data gathering, measurement and analysis
- Managing campaigns
- Skills required for a media planner

Capstone Project – Strategic Communication

Note:
-Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.
-The campus immersion is an optional experience available to participants. Please note that the cost of travel, accommodation, and a separate fee for the immersion are not included in the programme fee and must be borne by the participants.

CORE PROGRAMME PROJECTS

1 Brand Management project

The participant has to identify three brands that they have seen in recent times which they feel may need to adopt a centrality theme in the Indian market to garner better sales by coordinating marketing and sales efforts to deliver business performance.

1 PR Project

This is a crisis communication case. The participant has to study the case and answer questions like:

1) What led to the series of events? Was it avoidable, how could it have been avoided?
2) How was Wells Fargo's reaction to the events?
3) During this crisis, how were the communication interventions of Wells Fargo?

CORE PROGRAMME ASSIGNMENTS

- Your Favourite Indian Brand
- Brand Licensing Strategy for a Premium Brand
- Brand Collaboration for Cyclops
- Significance of Event Metrics
- Brand Creation
- Selection of a PR Agency
- Media Scheduling Strategies
- Digital Media Choices
- Mahindra Thar Co-branding Presentation
- Milcaa's Brand Extension
- Alphabet's Brand Architecture and Portfolio

Note: These are just a few examples of the numerous assignments included in this course.

LIVE MASTERCLASSES WITH INDUSTRY EXPERTS

Learn from industry experts through 6 live and interactive masterclasses that bring real-world experience to the classroom. Gain valuable insights on:

- Digital Branding
- Luxury Branding
- Advertising with an Agency
- Media Planning
- Gen AI in Marketing and Brand Communications
- Gen AI enhanced Marketing Analytics

Generative AI for Modern Marketing & Brand Growth

Topic	Description
Gen AI in Marketing and Brand Communications	Learn how GenAI is transforming brand storytelling, campaign creation, and personalized marketing communications. This masterclass will equip you with practical ways to use AI tools to build stronger, faster, and more engaging brand narratives across digital and traditional channels.
Gen AI Enhanced Marketing Analytics	Understand how Generative AI can help you uncover customer insights, predict marketing trends, and optimize brand strategies more effectively. This masterclass will show you how to turn AI-driven data into clear, actionable marketing decisions that drive customer engagement and brand growth.

CASE STUDIES



Pepsi's repair strategy over an ad



Dominos and their controversial video of 2009



United Airlines case of 2017 regarding a passenger and video footage



Case study on **Cadbury** and the 2003 fiasco of worms in chocolates around Diwali



Tata group using PR effectively through community relations and CSR



Google converting into a corporate brand with Alphabet



Case study on **Reebok** in brand revitalization



Toyota's vision and mission statement



McDonald's vs Subway on brand and product differentiation



Maggi and the extension of the brand



IKEA as a retail experential brand



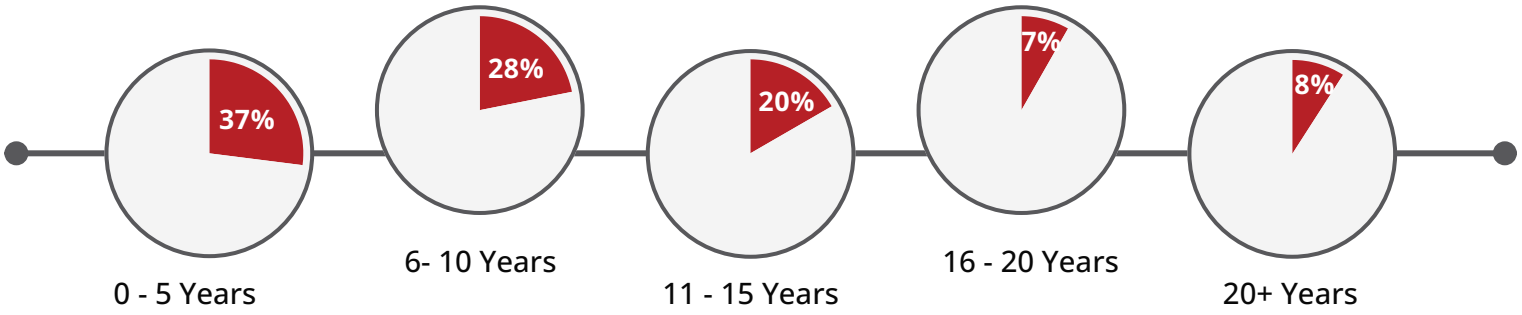
Netflix and Amazon as digital-only and consumer-first brands

Note: These represent just a few of the numerous case studies covered in this course.

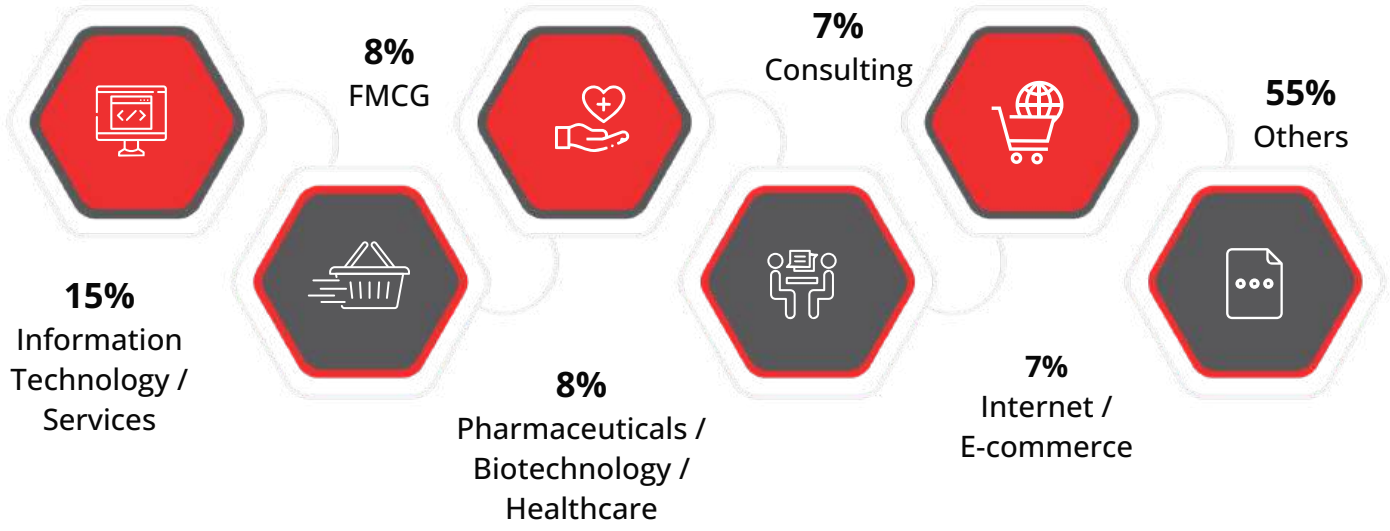
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PAST PARTICIPANTS PROFILE

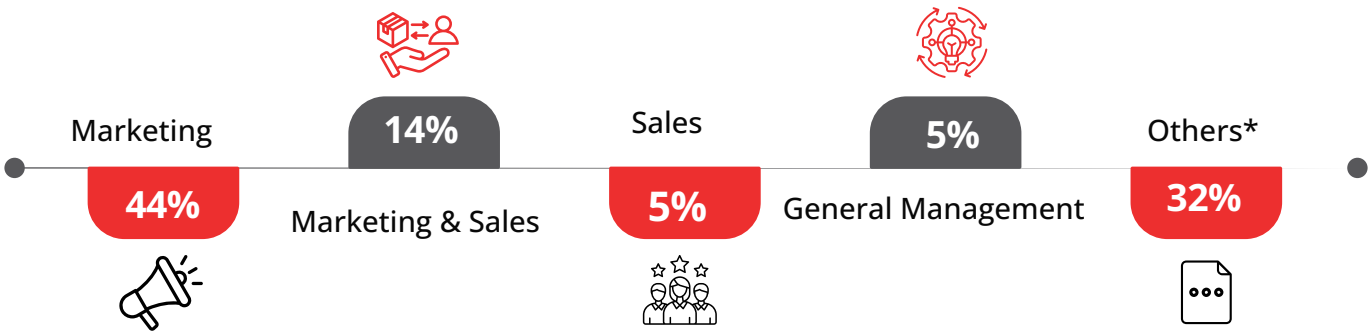
Work Experience



Industries



Functions



OUR PAST PARTICIPANTS WORK AT

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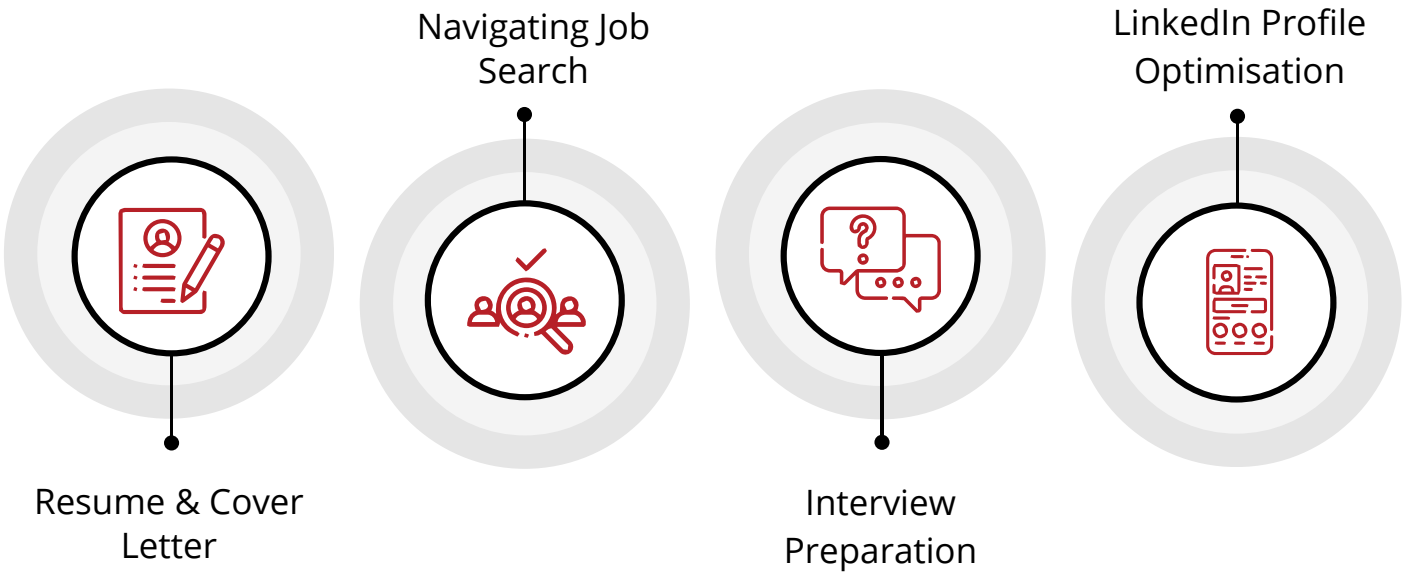
CAREER SERVICES

15 Recorded sessions and resources in the following categories:

(Please note: These sessions are not live):

- Resume & Cover Letter
- Navigating Job Search
- Interview Preparation
- LinkedIn Profile Optimisation

Note: -
-MICA or Emeritus do NOT promise or guarantee a job or progression in your current job. Career Services is only offered as a service that empowers you to manage your career proactively. The Career Services mentioned here are offered by Emeritus. MICA is NOT involved in any way and makes no commitments regarding the Career Services mentioned here.



CORE PROGRAMME CERTIFICATE

Participants will be awarded an E-Certificate from MICA on the successful completion of the programme with a 70% of score in evaluation. A participant with less than 70% of score in overall evaluation will not be awarded any certificate.



Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of MICA. On successful completion the candidate will be awarded an E-certificate by MICA.

MICA Executive Alumni Benefits

On successfully completing the programme, participants will be eligible for the MICA Executive Alumni status. Here are the benefits of the same:

- Get access to a vibrant community of alumni
- Receive regular updates on MICA's
- developments Get the chance to network with industry leaders

PROGRAMME DETAILS

Program Fee

Core Programme Fee: INR 1,12,500 + GST/ AED 5,009

AI Add-on Fee: INR 24,000 + GST/ AED 1,069

Total Fee: INR 1,36,500 + GST/ AED 6,078

Note:
-GST (currently @ 18%) will be charged extra on these components.
-*Instalment payment options available.
-*Convenience charges will be levied on the instalment payments plan if a student opts for it.
-*For detailed information on instalment payments reach out to your programme advisor.
-Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.
-The actual programme schedule will be announced closer to the programme start.
-The campus immersion fee is separate and not included in the programme fee.

Eligibility

Any Graduate (10+2+3) /Post Graduate from a recognised university (UGC/AICTE/DEC/AIU/State Government) in any discipline.

Application Requirements

You can submit a scanned copy of ANY ONE of: Degree certificate, provisional Degree certificate, marks transcript or score transcript.

Programme Application Link

Click here to apply to the programme.
Finance options available. ***Click here*** to learn more.
For more information, please email at ***mica.execed@emeritus.org***

STRATEGIC BRAND MANAGEMENT AND COMMUNICATIONS WITH AI ADD-ON

Introduction

As AI continues to transform how brands are built, managed, and communicated, the Certificate Programme in Strategic Brand Management & Communications by MICA now offers an AI in Brand Management & Communication. This optional certification equips participants with practical insights into how Generative and Agentic AI can support brand strategy, consumer understanding, storytelling, and communication orchestration. Designed as a focused 8-week learning experience, the add-on helps brand professionals integrate AI into decision-making while maintaining strategic thinking and responsible brand stewardship.

About the AI Certification

Programme Name: Strategic Brand Management and Communications with AI Add-On

Duration: 8 Weeks

Weekly Effort: 4–5 hours per week

Delivery: Conducted at the end of the 28-week programme

HIGHLIGHTS OF AI IN BRAND MANAGEMENT AND COMMUNICATIONS

- 8 pre-recorded faculty lectures delivered over structured weekly modules
- 8 office hour sessions with SME/industry experts for concept clarification
- Exposure to AI tools and frameworks used in brand strategy and communication
- Mini projects and graded assignments for applied learning
- Quizzes and discussion boards to reinforce learning and peer interaction
- Designed as a concise 8-week learning experience alongside the core programme

Notes:

-Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.

LEARNING OUTCOMES

After completing the add-on, participants will be able to:



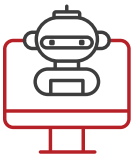
Use Generative and Agentic AI to structure and stress-test brand strategy decisions



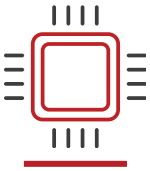
Analyse consumer signals and cultural insights using AI-driven synthesis



Evaluate brand architecture, portfolio choices, and innovation opportunities through AI-led scenario exploration



Interpret brand performance trends and potential risks using AI-supported foresight and predictive thinking



Design consistent brand narratives and voice frameworks using generative AI responsibly



Build scalable content systems that maintain brand consistency and quality



Coordinate brand messaging across channels using AI-enabled orchestration



Anticipate brand risks, ethical challenges, and crisis situations in an AI-enabled communication environment

PROGRAMME DIRECTOR



Prof. Anita Basalingappa

Professor, Strategic Marketing
Lead, Online Programmes and LMDP

Anita Basalingappa, PhD is a Professor of Marketing and Chairperson, Online Programmes at MICA. She has been working with MICA since 2004. She was a DC Pavate fellow at Judge Business School and Sidney Sussex College, University of Cambridge, the UK, in 2008.

She has been teaching MARKSTRAT, Blue Ocean Strategy, Services Marketing, Managing Brands, Regional branding, and Metrics across residential programmes and online programmes via ed tech partners at MICA and other Institutes of repute in India. Her teaching pedagogy includes simulation, cases, and In-class activities. She teaches Marketing Theory to doctoral students. Her current research areas include marketing theory, sustainability & street markets, regional brands & rural markets, and social media behaviour of brands & users.

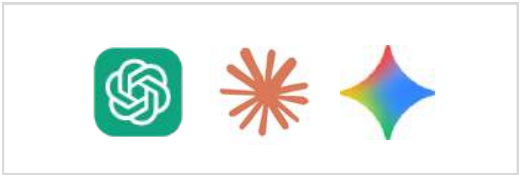
She has held various administrative responsibilities in MICA. She has chaired the Marketing Area, Admissions Committee, Research Committee, and FPM Committee in the past. Currently she chairs the Online Programmes at MICA. She is an invited member of advisory/ board/ expert committees of Organisations/ Universities in India.



AI TOOLS COVERED

Strategic Brand Management and Communications with AI Add-On introduces participants to a range of leading tools and platforms used for strategic thinking, consumer insight generation, brand storytelling, and campaign orchestration. Through guided exploration, participants will learn how to use these tools to structure brand decisions, analyse signals, develop narratives, and design scalable content systems while maintaining strategic oversight.

Tools covered:



ChatGPT / Claude / Gemini for strategic reasoning, insight synthesis, storytelling, and scenario analysis



Perplexity and Google Trends for signal detection, research, and directional validation



Notion AI and Custom GPTs / AI Agents (conceptual exposure) for portfolio thinking and brand architecture exploration



Jasper, Midjourney, and DALL·E (conceptual exposure) for scalable content and visual direction



Conceptual exposure to HubSpot AI and Salesforce Einstein for campaign orchestration and omnichannel communication

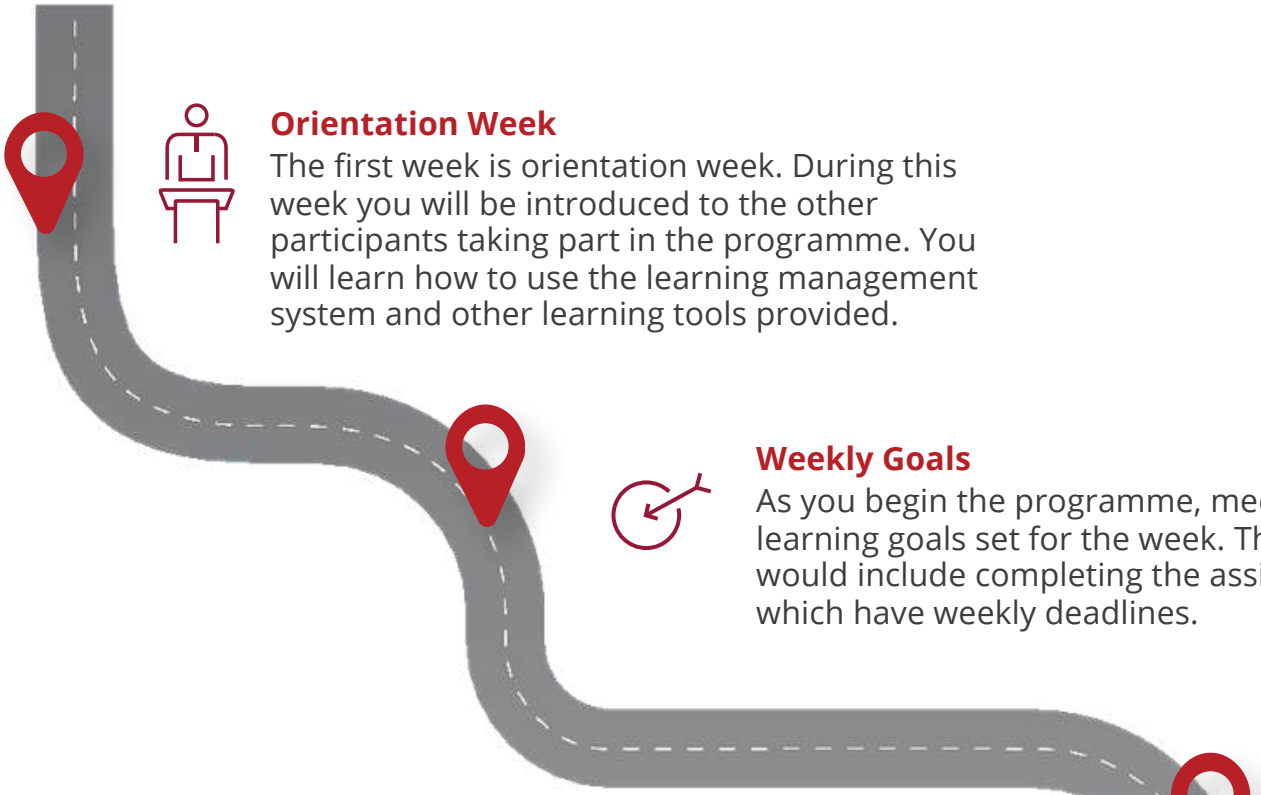
AI CERTIFICATION

Participants who successfully complete the AI certification programme will receive a certificate from MICA. This certification recognises the ability to apply Generative and Agentic AI in brand strategy, consumer insight generation, and communication planning within modern marketing environments.



Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of MICA. On successful completion the candidate will be awarded an E-certificate by MICA.

LEARNING JOURNEY



Orientation Week

The first week is orientation week. During this week you will be introduced to the other participants taking part in the programme. You will learn how to use the learning management system and other learning tools provided.

Weekly Goals

As you begin the programme, meet your learning goals set for the week. The goals would include completing the assignments, which have weekly deadlines.

Self Paced, Flexible Online Learning

Learn online via pre-recorded videos from renowned MICA faculty in a high-impact three-month journey with a learning commitment of 4-6 hours/ week. Faculty will not be a part of weekly live sessions or any other live interaction in this programme.

Debrief Sessions

The Emeritus Programme Leaders will be available for live online sessions every week or every alternate week to help you clarify your doubts pertaining to the programme content.

Timely Follow up & Learning Support

The Emeritus Programme Support team will follow up over emails and phone calls with learners who are unable to submit their assignments on time.

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.

ABOUT EMERITUS

MICA is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. Working with Emeritus gives MICA the advantage of broadening its access beyond their on-campus offerings in a collaborative and engaging format that stays true to the quality of MICA. Emeritus' approach to learning MICA cohort-based design to maximise peer-to-peer sharing and includes video lectures with world-class faculty and hands-on project-based learning. More than 250,000 students from over 160 countries have benefitted professionally from Emeritus' courses.

Apply for the programme here

APPLY NOW

Refer and earn programme fee benefit

REFER NOW

For registration and any other information, please get in touch with us at **mica.execed@emeritus.org**

WhatsApp an Advisor on 918299133992

This number is available for both calls and WhatsApp.

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