# POST GRADUATE CERTIFICATE IN CRAFTING CREATIVE COMMUNICATION (CCC)

MICA
THE SCHOOL OF IDEAS

**Syllabus – The School of Applied Creativity**

<span style="color:red">**POST GRADUATE CERTIFICATE IN CRAFTING CREATIVE COMMUNICATIONS (CCC) (11 Months)**</span>

Art Director, Copywriter, Account Planner, Strategist, Trainee Visualizer, Creative Strategist, & Creative Solutions Lead

| Sl No | Term | Course Title | Credits |
|---|---|---|---|
| | | **MICA Core** | |
| 1 | *Orientation: June* | Ways of Being<br>Ways of Seeing<br>Ways of Learning | **No Credits** |
| 2 | *Term 1* | **School Specific Core** | |
| | *June-Sept* | The Self<br>→ Fixing the vantage point of the self, identity, and voice. | 1 |
| | | The Art of Imagination<br>→ Opening imaginative space through unlearning and speculative design. | 2 |
| | | The Art of Creativity<br>→ Converting imagination into artefacts through creative processes. Role of AI and the debate surrounding it | |
| | | The Art and Science of Innovation<br>→ Structuring creative artefacts into usable, impactful innovations. | 2 |
| | | Entrepreneurship Foundations<br>→ Scaling innovations into ventures that unlock progress for people, processes, and planet. | 2 |
| | | Semiotics | 1 |
| | | Integration Studio I (Self → Artefact)<br>→ Applied project tracing the journey: self → tradition → unlearning → imagination → artefact → innovation → entrepreneurship → futures → communication.<br><br>Integration Studio II (Multi-Lens Synthesis)<br>→ Students hybridize two artefacts (e.g., product + story, performance + bridge) to practice synthesis across lenses. | 2 |
| | | **Total Credits** | **10** |
| | | **Programme – Domain Specific Core** | |
| | | Introduction to Marketing Communication (MarCom) | 2 |
| | | Understanding and Articulation of Insights | 2 |

| | | | |
|---|---|---|---|
| | | Extracting Creative Ideas from Insights | 2 |
| | | Understanding and Writing Creative Briefs | 2 |
| | | Advanced Visual Storytelling | 2 |
| | | **Total** | **10** |
| | | **Term 1 Total (A)** | **20** |
| | | **Certificate in Creative Basics** | |
| **3** | *Term 2* | **Major Specialisations with Portfolio Development** | **20** |
| | *Oct-Jan* | **i. Strategy and Copywriting** | |
| | | Strategy and Copywriting for Print and Outdoor | 2 |
| | | Strategy and Copywriting for Television | 2 |
| | | Strategy and Copywriting for social media, Reels and Viral Videos | 2 |
| | | Strategy and Copywriting for YouTube Videos | 2 |
| | | Strategy and Copywriting for Influencer Campaigns | 2 |
| | | **Total i** | **10** |
| | | **ii. Art Direction and Film Production** | |
| | | Basics of Art Direction | 2 |
| | | Advanced Art Direction | 2 |
| | | Basics of Ad Film Production | 2 |
| | | Preparation of Treatment Notes | 2 |
| | | Ad Film Shooting | 2 |
| | | **Total ii** | **10** |
| | | Tools and Software<br>  ➢ Software 1: Introduction to Adobe Creative Suite<br>  ➢ Software 2: Advanced Adobe Workflows for Integrated Campaigns<br>Software 3: Introduction to AI tools | 3 |
| | | Introduction to Purpose-Led Integrated Digital Campaigns | 1 |
| | | Ideation of Purpose-Led Integrated Digital Campaigns | 1 |
| | | Structuring of Purpose-Led Integrated Digital Campaigns | 1 |
| | | **Term 2 Total (B)** | *26* |
| | | **Certificate in Creative Communications** | |
| | *Jan-Feb* | **Mandatory Internship (45 Days)** | **Non-Credited** |
| **4** | *Term-3 C* | **Experiential and Immersion** | |
| | *March-April* | International Immersion (Study Local Cultures & Formulate a Digital Media Campaign) | Not Credited |

| | | Portfolio Exhibition | 2 |
|---|---|---|---|
| | | **Total Credits (C)** | **2** |
| | | **_Total A+B+C_** | **_48_** |

**Programme Details with major, minor, emerging skills and certification**

| Post Graduate Certificate | Major | Minor | Emerging Skills | Certifications |
|---|---|---|---|---|
| Crafting Creative Communication- 11 Months  year | Strategy and Copywriting Art Direction and Film Production | Not Available | Writing Creative Brief Copywriting Art Direction Film Production Art film Production | Certificate in Creative Basics  Certificate in Creative Communications |

# Post Graduate Certificate in Crafting Creative Communication PGC-CCC – (11 Months).

**Eligibility Criteria**

- o Admission to the **Post Graduate Certificate in Crafting Creative Communication, PGC-CCC (11 Months)** requires a bachelor's degree (10 + 2 + 3 system) or an equivalent qualification in any discipline recognized by the Association of Indian Universities (AIU).
- o Bachelor's degree with at least 50% marks or equivalent CGPA in any discipline from a recognized university.
- o Candidates appearing for the final year bachelor's degree/equivalent qualification examination and those who have completed the degree requirements and are awaiting results can also apply. It is mandatory for such candidates to do the following:
    - Produce a certificate from the principal/director/registrar/head of the department of the institution/university certifying that the candidate is currently in the final year/is awaiting final
      results, stating that they have completed all the requirements (the result may, however, be awaited) for obtaining the bachelor's degree/equivalent qualification on the date of issue of the certificate. This certificate must be submitted by June 30, 2026, at the latest.
    - Such a candidate, if selected and submits the above-mentioned certificate, will be allowed to join the programme provisionally. Admission will be confirmed only when the candidate submits the final mark sheet and a certificate of having passed the bachelor's degree/equivalent qualification.

The deadline for submission of the final mark sheet and passing certificate is December 31, 2026. Non-fulfillment of this condition will automatically result in the cancellation of the provisional admission.

Candidates who demonstrate an aptitude for expressing, assessing, and /or conceiving ideas that move people to action and achieve business results tend to stand a better chance of being shortlisted.

## Who should apply?

We are delighted to announce that the **36th batch of PGC-CCC (2026-27)** will start in **June 2026.**

Applicants are not required to take the CAT/XAT/GMAT for this programme. Candidates are required to compulsorily appear for the MICAT examination. If a candidate appears for both MICAT I and MICAT II, the better of the two scores will be considered for evaluation. The test is conducted at over 48 centres across India.

Candidates shortlisted after MICAT I & II will be invited to the next round, i.e., Electronic Subjective Test (CEST).

The final stage of the selection process is a Personal Interview. Shortlisted candidates will be informed about the personal interview details via email.

Additionally, a bachelor's degree or an equivalent qualification in any discipline, recognized by the Association of Indian Universities, is a mandatory requirement.

We are looking for aspirants who are essentially creative, intellectually curious, vividly imaginative, with a diverse set of interests. A flair for writing and the ability to visualize will be seen as an added advantage. The aspirant should be reasonably knowledgeable about the world of advertising, communication, art, visual design,

digital media, and entertainment, while possessing lateral thinking capabilities with an inherent passion for learning.

# Selection Process & Timelines

**MICA CCC admission selection process, the following steps are given below**

1. **Online Application for PGC-CCC (11 Months) MICAT I & II:** Candidates may choose to write both MICAT I & II. The better of the two MICAT Scores is considered. It has over 48 test centres across the country.

2. All candidates are assessed on MICAT, which consists of 2 sections

   - Section A: Psychometric Test
   - Section B: **Creative Aptitude and Potential (CAP)**

3. **Electronic subjective test (CEST): Shortlisted Candidates will undertake a PGC-CCC – electronic subjective test (CEST). CEST tests creative thinking, articulation, and problem-solving abilities. CEST is mailed to shortlisted candidates and responses are expected within a stipulated time of 48 hours.** (The test is conducted through email)

4. **Personal Interview:** Shortlisted candidates based on the **Electronic subjective test (CEST)** call for
   Personal Interview (PI).

5. **Final Selection to the Programme is based on:**
   *MICAT: 25%*      **CEST:** 25%      *PI: 50%*

| Stage | Remark | |
|---|---|---|
| 1 | **PGC-CCC (11 Months) Online Registration** | MICAT – I - Regn. Opens : September 2025.<br><br>Regn. Close:<br>**MICAT-1 Admissions Are Now Closed.**<br><br>MICAT – II - Regn. Opens : **November 25, 2025.**<br><br>Regn. Close :<br>January 29, 2026 at 11:50 pm |
| 2 | **MICAT :** MICAT is a Computer Based Test (CBT). It is conducted twice a year – December (2025) and February (2026). Candidates may choose to write both MICAT I & II. The better of the two MICAT Scores is considered. It has over 48 test centres across the country. | MICAT I : December 6, 2025 (Saturday)<br><br>MICAT -I Score card live : December 24, 2025 |

| | | |
|---|---|---|
| | All candidates are assessed on MICAT, which consists of 2 sections<br><br>All candidates are assessed on MICAT, which consists of 2 sections<br>    • Section A: Psychometric Test<br>    • Section B: **Creative Aptitude and Potential (CAP)** | MICAT II : February 13, 2026 (Friday)<br><br>MICAT -II Score card live : February 28, 2026 |
| 3 | Electronic subjective test (CEST): Shortlisted Candidates will undertake an CCC – electronic subjective test (CEST). CEST tests for creative thinking, articulation, and problem-solving abilities. CEST is mailed to shortlisted candidates and responses are expected within a stipulated time of 48 hours. (The test is conducted through email) | 18 or 19 February, 2026 |

| 4 | **Personal Interview:** Shortlisted candidates based on the **Electronic subjective test (CEST)** call for Personal Interview (PI).  at Ahmedabad, Bengaluru, Delhi, Kolkata or Mumbai. | March 2026 |
|---|---|---|
| 5 | **Final Selection to the Programme is based on:** *MICAT: 25%* **CEST:** 25% *PI: 50%* | |

# How to Apply

**Application Fee Structure:**

**MICA offers its Programmes through two distinct schools:**

| Schools | Programmes Offered |
|---|---|
| **School of Management** | **PGDM-C, PGDM, FPM** |
| **School of Applied Creativity** | **CCC, CCE** |

**Application Guidelines:**

**Single Programme Application**
- **If you're applying for only one programme, the total admission processing fee (including MICAT) is ₹2,500.**

**Multiple Programme Application**
- **You may apply for up to three programmes from <u>one school only</u>:**
    - **Either from the School of Management (PGDM-C, PGDM, FPM)**
                                   ***<u>OR</u>***
    - **From the School of Applied Creativity (CCC, CCE)**

- **For each additional programme beyond the first, an extra ₹500 will be charged as an admission processing fee.**

**Important Notes:**
- **The MICAT paper is unique for each school. *<u>MICAT For School Of Management And School Of Applied Creativity Will Be Different.</u>***
- **In a single MICAT attempt, candidates can apply to programmes from either the School of Management or the School of Applied Creativity — not both.**

**Can I apply BOTH for programs in School of Management and School of Applied Creativity? Yes but through different MICAT exam. MICAT is conducted twice. Candidate may choose one school for one MICAT exam**

**Admission Guidelines for Candidates Applying to Both Schools at MICA**
**Important Instructions:**
- **Candidates who have applied to both schools—either through different MICAT attempts or a single MICAT—are eligible for the programmes listed above.**
- **Admission will be based strictly on merit for each programme.**
- **If a candidate is merit-listed for more than one programme, they must accept the admission offer for only one programme of their choice by the deadline mentioned in the offer letter.**
- **Once a candidate accepts an offer, it is implied that they have voluntarily given up their position in the merit list of the other programme(s).**

**Note: The programme choice, once confirmed, cannot be changed. Candidates are advised to make their decision carefully. Please consult our team for any clarifications or guidance. Contact:** *admissions@micamail.in or* *marketing@micamail.in*

*MICA reserves the right to modify the selection process as deemed necessary.*

## MICAT: SAMPLE QUESTIONS

**Post Graduate Certificate in**

**Crafting Creative Communications (CCC – 11 months)**

## DISCLAIMER

**Please note that these are simply questions for your reference and not indicative of the actual paper. These questions are to give you an idea of what can be expected.**

**Good luck!**

# Psychometric

AS PER THE STANDARD PRACTICE MICA DOES NOT SHARE PSYCHOMETRIC SECTION. HOWEVER, PLEASE NOTE THE FOLLOWING WHILE YOU APPEAR IN MICAT:

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a. THERE IS NO RIGHT OR WRONG ANSWER IN THIS SECTION. THERE IS NO NEGATIVE MARKING.

b. YOU MUST ANSWER ALL THE QUESTIONS IN THE PSYCHOMETRIC SECTION TO ENSURE THAT YOUR TEST PAPER IS EVALUATED

# Creative Aptitude and Potential (CAP) Sample Questions for CCC (1 Year) / CCC Advanced (2 years)

**Instructions:**
**This is a creativity test with no right or wrong answers. Each question has four options.**
**Choose the one you feel is the most interesting and relevant.**

**Q1. A fitness app wants to attract couch potatoes. Which idea feels most fun to explore?**
a) An app that rewards users for binge-watching shows while stretching.
b) Workouts disguised as remote control exercises for TV addicts.
c) A campaign where the app "couches" your fitness goals in comfy terms.
d) Fitness challenges that start with "getting off the couch" as a virtual game level.

**Q2. If a bicycle brand had to launch in a city full of elevators, which of these would you pitch?**
a) "Bikes that elevate your daily commute—literally."
b) Bicycles with built-in elevator buttons for multi-floor adventures.
c) A campaign showing bikes as freedom from waiting in lift queues.
d) Bikes reimagined as portable stairs for urban climbers.

**Q3. A shampoo brand wants to reach bald people. Which approach feels most unexpected yet relevant?**
a) Shampoo that "nourishes the scalp like a garden bed."
b) A campaign positioning shampoo as confidence in a bottle for all heads.
c) Bald influencers reviewing shampoo for "future hair prep."
d) Ads focusing on family use, ignoring hair length.

**Q4. Suppose music suddenly became silent. What's the best way a headphone brand could still thrive?**
a) Headphones that amplify thoughts instead of sounds.
b) Sell them as fashion accessories for quiet vibes.
c) Campaigns about "hearing the silence louder."
d) Rebrand as ear warmers for cold days.


**Q5. A sunglass brand wants to target night owls. Which campaign works best?**
a) "See the stars like never before."
b) Sunglasses that glow with LED patterns in the dark.
c) Ads showing night owls wearing sunglasses as a secret club badge.
d) "Protect your eyes from moonlight's mystery."

# CCC - MICAT Mock Link

https://cdn4.digialm.com//OnlineAssessment/index.html?1468@@M2