



POST GRADUATE CERTIFICATE IN CONTENT AND CREATOR ECONOMY (CCE)

POST GRADUATE CERTIFICATE IN CONTENT AND CREATOR ECONOMY (CCE)- 11 Months

Job Roles: Content Strategist, Content Producer, Content Leader, Creative Leader, Social Media Influencer, Social Media Manager, Talent Manager, Content Creator, Personal brand builder.

Sl No	Term	Course Title	Credits
1	Orientation	MICA Core	
	June	Ways of Being Ways of Seeing Ways of Learning	No Credits
2	Term 1	School Specific Core	
	June-Sept	The Self → Fixing the vantage point of the self, identity, and voice.	1
		The Art of Imagination → Opening imaginative space through unlearning and speculative design.	2
		The Art of Creativity → Converting imagination into artefacts through creative processes. Role of AI and the debate surrounding it	
		The Art and Science of Innovation → Structuring creative artefacts into usable, impactful innovations.	2
		Entrepreneurship Foundations → Scaling innovations into ventures that unlock progress for people, processes, and planet.	2
		Semiotics	1
		Integration Studio I (Self → Artefact) → Applied project tracing the journey: self → tradition → unlearning → imagination → artefact → innovation → entrepreneurship → futures → communication. Integration Studio II (Multi-Lens Synthesis) → Students hybridize two artefacts (e.g., product + story, performance + bridge) to practice synthesis across lenses.	2
		Total Credits	10
		Programme – Domain Specific Core	
		Media cultures, community and commerce	2
		Crises' management: cancel culture and other traps	2
		Ethical and responsible social media and Creator responsibilities	1

		Content monetisation and commercial models	2
		Advanced Visual Storytelling	2
		Total	9
		Term Total A	19
		Certificate in Creative Basics	
3	Term 2	Specialisation & Portfolio Development	
		Major Specialisations (6 credits each)	18
		i. Creators Economy & Commerce	
		Introduction to the Creator Economy & Commerce	2
		Shaping your personal brand	2
		Content strategy: Trendspotting, Point of view Integration, audience mapping	1
		From Content to Creative Hooks	1
		Total – i	6
		ii Content and Copywriting	
		Strategy and Copywriting for Social Media, Reels and Viral Videos	2
		Strategy and Copywriting for YouTube Videos	2
		Strategy and Copywriting for Influencer Campaigns	1
		Digital and AI tools for content creation and posting	1
		Total – ii	6
		iii Content Production	
		Filming	2
		Video & audio production process	2
		Gen AI for content creation	1
		Platform-agnostic content creation	1
		Total- iii	6
		Total (i+ii+iii)	18
		Minor Specialisations (4 credits each)	8
		a. Creator Analytics and Measurement	
		Posting: Techniques and mechanics for maximum impact	2
		Analytics for boosting views and engagement	2
		Total - a	4
		b. Talent Management	
		Foundations of Talent Management & Brand–Talent Alignment	1
		Networking Strategies and Talent Agency Operations	2
		Talent Acquisition, Development, and Relationship Management	1
		Total – b	4

		Total (a+b)	8
		Total Credit (B)	26
		Certificate in Content & Creator Economy	
	<i>Jan-Feb</i>	Mandatory Internship (45 Days)	Non-Credited
4	Term 3	Immersion & Exhibition	
	March-April	Creative or Cultural Immersion	Non-Credited
		Exhibition (Showcase a full social media campaign on one aspect of national or global importance)	2
		Total Credit (C)	2
		Total Programme Credit (A+B+C)	47

Programme Details with major, minor, emerging skills and certification

Post Graduate Certificate	Major	Minor	Emerging Skills	Certifications
Content and Creators Economy	Creators Economy & Commerce Content and Copywriting Content Production	Creator Analytics and Measurement Talent Management	Creator economy and business Content development Social media management Content production Creator analytics and measurement Talent Management	Certificate in Creative Basics Certificate in Content and Creator Economy

Post Graduate Certificate in Content and Creator Economy (CCE)

Eligibility Criteria

- Admission to the **Post Graduate Certificate in Content and Creator Economy (CCE)** requires a bachelor's degree (10 + 2 + 3 system) or an equivalent qualification in any discipline recognized by the Association of Indian Universities (AIU).
- Bachelor's degree with at least 50% marks or equivalent CGPA in any discipline from a recognized university.
- 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 must 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 should be submitted at the latest by **June 30, 2026**.
 - Such a candidate, if selected, and submits the above-mentioned certificate, will be allowed to join the programme provisionally. The admission will be confirmed only when the candidate submits the final mark sheet and 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. Please Note - MICA will be applying for the AICTE approval.

Who should apply?

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. 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 CCE admission selection process: the following steps are given below

1. **Online Application for CCE**
2. **MICAT:** Appear for the MICAT I & II examination, and the better of the two scores will be considered for evaluation.

All candidates are assessed on MICAT, which consists of 3 sections

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

3. **Personal Interview and portfolio presentation:** Shortlisted candidates based on the MICAT call for

Personal Interview and portfolio presentation.

4. **Final Selection of the Programme is based on:**

- *MICAT: 25%*
- *Portfolio: 25%*
- *PI: 50%, including 10th,12th, Graduation: 5% (10th-1.75%; 12th-1.75%; Graduation-1.5%) (Kindly go through the Grade calculation method for more information*)*
Extra-Curricular, sports, academic diversity, gender diversity, etc.: 5%

Stage	Remark	
1	CCE Online Registration	<p>MICAT – I - Regn. Opens: September 2025.</p> <p>Regn. Close: MICAT-1 Admissions Are Now Closed.</p> <p>MICAT – II - Regn. Opens: November 25, 2025.</p> <p>Regn. Close: January 29, 2026, at 11:50 pm</p>
2	<p>MICAT: Candidates may choose to write both MICAT I & II. The best of the two MICAT Scores is considered. It has over 48 test centers across the country.</p> <p>All candidates are assessed on MICAT, which consists of 3 sections</p> <ul style="list-style-type: none"> • Section A: Psychometric Test • Section B: Descriptive Test • Section C: Creative Aptitude and Potential (CAP) 	<p>MICAT I: December 6, 2025 (Saturday)</p> <p>MICAT -I Score card live: December 24, 2025</p> <p>MICAT II: February 13, 2026 (Friday)</p> <p>MICAT -II Score card live: February 28, 2026</p>

3	Personal Interview and portfolio presentation: Shortlisted candidates based on the MICAT call for Personal Interview and portfolio presentation. call for Personal Interview (PI) at Ahmedabad, Bengaluru, Delhi, Kolkata, or Mumbai.	March 2026
5	Final Selection of the Programme is based on: <ul style="list-style-type: none"> • MICAT: 25% • Portfolio: 25% • PI: 50%, including 10th, 12th, Graduation: 5% (10th-1.75%; 12th-1.75%; Graduation-1.5%) (Kindly go through the Grade calculation method for more information*) 	April 25, 2026
	<i>Extra-Curricular, sports, academic diversity, gender diversity etc: 5%</i>	

MICA reserves the right to change, withdraw or introduce PI centres or any event dates mentioned above. Final centre allocation is subject to availability. MICA reserves the right to change the admission process Online / offline.

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	PFC-CCC (11 Months), PGC-CCE (11 Months)

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 one school only:
 - Either from the School of Management (PGDM-C, PGDM, FPM)
 - OR**
 - From the School of Applied Creativity (PFC-CCC (11 Months), PGC-CCE (11 Months))
- 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. MICAT For the School Of Management And the School Of Applied Creativity Will Be Different.
- 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 to BOTH programs in the School of Management and the School of Applied Creativity? Yes, but through different MICAT exams. MICAT is conducted twice. The 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 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 PROGRAMME IN
CONTENT & CREATOR ECONOMY (CCE)

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!

Descriptive

1a) 'Environment is more important than development.' Present five arguments in support of this statement.

(Provide about 250 words space to write)

1b) 'Environment is more important than development.' Present five arguments against this statement.

(Provide about 250 words space to write)

1c) Having given your arguments on both sides of the statement, 'Environment is more important than development.', present your own views in about 200 words in response to a request from a leading newspaper editor. Please note that you have to take one viewpoint for your response, i.e., either for or against. No marks will be given for expressing your views on both sides of the argument.

(Provide about 250 words space to write)

2a) 'Public opinion is vital for policy making.' Present 3 arguments FOR the statement.

(Provide about 250 words space to write)

2b) 'Public opinion is vital for policy making'. Present 3 arguments AGAINST the statement.

(Provide about 250 words space to write)

2c) Having given your arguments for both sides of the statement, 'Public opinion is vital for policy making', present your own views in about 200 words in response to a request from a leading newspaper editor.

Please note that you have to take one viewpoint for your response, i.e., either FOR or AGAINST. No marks will be given for expressing your views on both sides of the argument.

(Provide about 250 words space to write)

3) Arrange the following pictures in a sequence to write a story accordingly. Write the picture sequence and a story of approximately 300 words in the allocated space. Ensure that all the pictures have been utilized in the story. Please mention the sequence of images as part of your answer. (Provide about 350 words space to write)

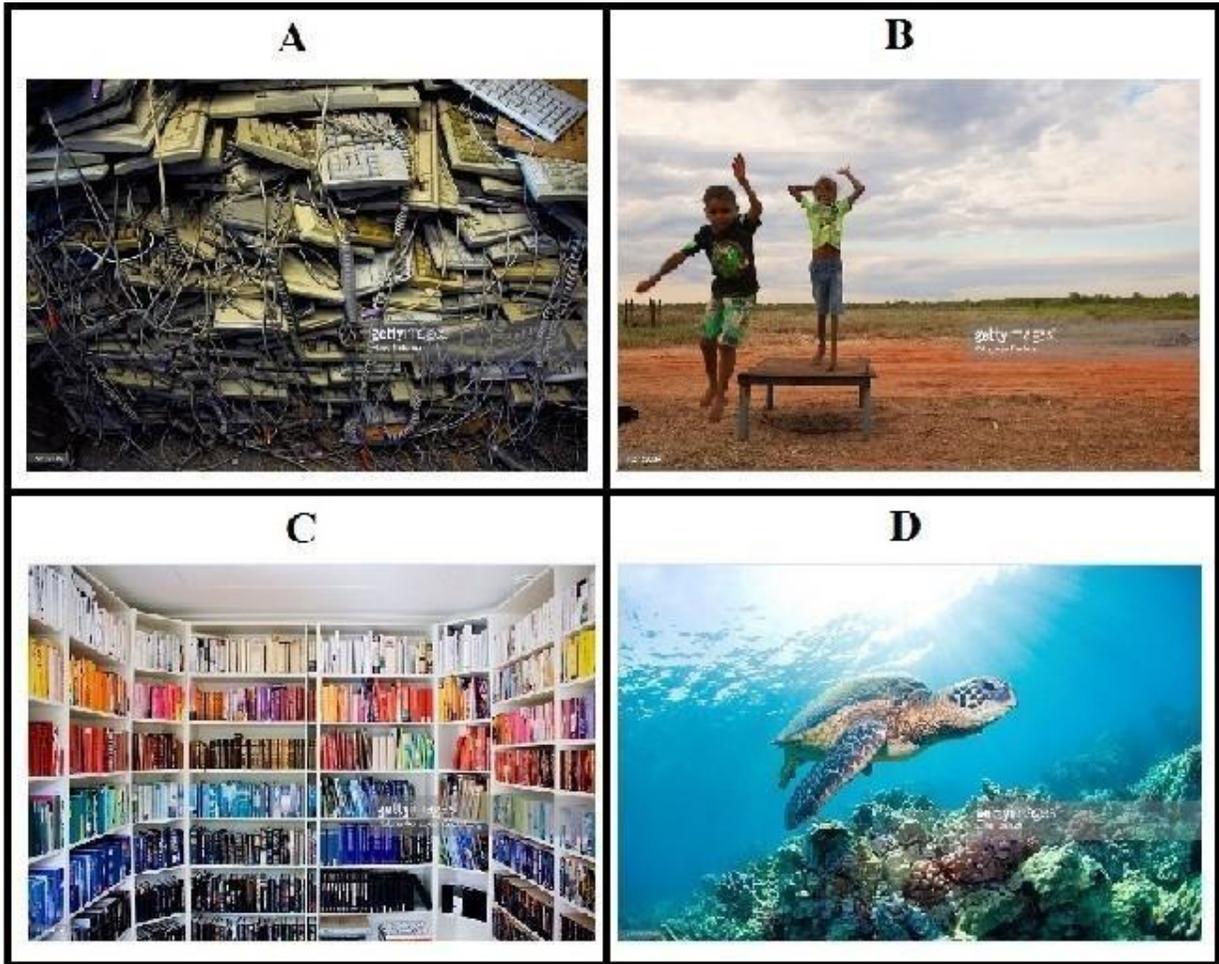
Present four pictures as in the following manner and Label the pictures as A, B, C and D)

A

B



4) Arrange the following pictures in a sequence to write a story. Indicate the picture sequence, and create a story of approximately 300 words in the allocated space. Ensure that all the pictures have been utilized.



Psychometric

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

- 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 CCE (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 reimaged 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."

CCE - MICAT Mock Link

[https://cdn4.digialm.com//OnlineAssessment/index.html?
1468@@M5](https://cdn4.digialm.com//OnlineAssessment/index.html?1468@@M5)