



Placement Brochure 2026-2027

MICA SCHOOL OF APPLIED CREATIVITY

The Infinite Canvas

| About MICA

MICA was founded in 1991 by Mr. A. G. Krishnamurthy, India's legendary advertising leader. His vision was to create a world-class institution focused on communication, creativity, and strategic thinking.

The MICA Foundation for Communications Research and Education (MFFCRE), serves as the exclusive sponsoring body of MICA and has done so with continuity and purpose since its establishment in 1991 as both a registered Society and a registered Public Trust. From its inception, the MICA Foundation's mandate has been expansive in scope yet disciplined in focus: to advance education, research, and training with a distinctive strength in marketing, communication, media, analytics, and emerging technologies, to collaborate with national and international partners, and to award academic distinctions in line with applicable regulations.

Since its inception, over five thousand students have graduated from MICA. These students constitute just 1.5% - 2% of all aspirants that apply to MICA every year. MICA continues to hold diversity as one its core values with students representing all Indian states and has maintained gender parity since inception. Moreover, 20,000+ professionals have been certified by MICA's online post-graduate certification in Digital Marketing.

"We do not simply make good leaders.

We also make good citizens."

- Mr. A.G. Krishnamurthy

*A.G. Krishnamurthy's vision
has become our reality. This
is the Age of Imagination.
And MICA has been
preparing for it since 1991.*



| Vision, Mission, Objectives & Values

Our Vision

We nurture creative thinkers in the age of imagination

Our Mission

- ⇒ Shape change-agents who deliver purposeful impact amid ambiguity
- ⇒ Fuel imagination through interdisciplinary learning
- ⇒ Ignite bold dialogues where diverse voices lead
- ⇒ Drive ethical innovation through emerging technologies
- ⇒ Build transformative partnerships for world-class research and social progress

Our Values

- ⇒ **Dialogic:** have bold dialogues, step into the unknown, take leaps of faith, lead from the front
- ⇒ **Empathetic:** leave no one behind, be kind, demonstrate the ability to understand
- ⇒ **Curious:** constant learners, openness to new ideas and thoughts, intellectual curiosity
- ⇒ **Fortitude:** can bounce back, high emotional quotient
- ⇒ **Inclusive:** team players, believe in the power of the many, be good listeners

Our Objectives

- ⇒ **Continue** to be an eminent Higher Education Institute (HEI) recognised for its excellence, innovation and impact. Be in the NIRF Top ranked institutions in the Management Category and Top 500 QS Rankings for areas that MICA focuses on.
- ⇒ **Consolidate** its position as a leading academic trendspotter by actively engaging with global and technological shifts in line with national priorities
- ⇒ **Affirm** its leadership in inter, multi, and trans-disciplinary learning, reflected in MICA Deemed to be University – Distinct Category's centres of excellence, studios, faculty mix, curriculum, and pedagogy, with a clear ambition to become a MERU of repute
- ⇒ **Champion** its identity as the preferred destination that provides the ecosystem and freedom for those seeking to create cutting-edge knowledge
- ⇒ **Position** itself as the University of choice for aspirants seeking to make the world a better place through ethical innovations and creative entrepreneurship
- ⇒ **Sustain** its best-in-class 1:12 faculty-student ratio, enriched by strong industry collaboration and a high presence of eminent visiting faculty and practitioners to foster holistic learning
- ⇒ **Foster** the best learner experience through a vibrant, inclusive and eco-friendly campus with digital and AI-enabled infrastructure
- ⇒ **Lead** by example in providing a safe and respectful space for all voices to be heard, contributing to purposeful social transformation
- ⇒ **Broaden** access to opportunities by opening its doors to every deserving candidate, whether they be students, faculty or staff
- ⇒ **Combine** forces with national and global educational institutes of repute to realise the vision envisaged in the NEP 2020

| The MICA Campus

Located in the western Indian city of Ahmedabad, among other globally significant academic and cultural institutions, the lush green, 19-acre land and the red-brick structure provide a perfect ecosystem for academic, scientific, creative, and cultural pursuits. Its graffiti walls, colourful auditorium, well-designed seminar halls and open-courtyard hostels are a perfect reflection of MICA's values.

It has been designed by eminent architect Prof. Anant Raje, student of Louis Kahn.



| MICA and the Age of Imagination

Information is now universal. AI has made the whole of past and present knowledge instantly accessible to everyone, everywhere. So access to information is the lowest common denominator.

With growing inroads made by technology. The capacity to recall, organise and analyse information was the decisive edge in the Information Age but it is no longer a differentiator. So what remains distinctly human and therefore brings an edge.

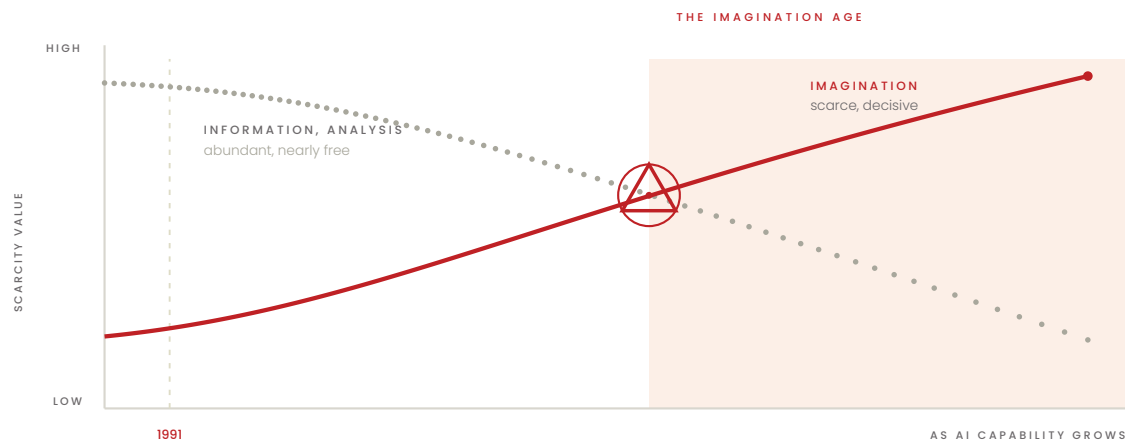
Imagination becomes the defining skill. To be able to imagine possibilities and fathom opportunities which will mark excellence from the ordinary. Future value will be created by those who will construct novel ideas, solutions and futures that transcend existing knowledge structures.

This is the Age of Imagination. With growing inroads made by technology we are experiencing the transitioning from the Age of Information to the Age of Imagination.

Creativity is the currency. Creativity thrusts imagination and drives novel ideas, and solutions that generate business value.

The new scarcity is imagination. The defining skill of future value creation will be the ability to imagine new ideas, solutions and futures on top of the intelligence layer that AI provides. The future belongs to those who fiercely refuse to surrender their imagination and who are disciplined enough to grow it

MICA has an ecosystem that has been nurturing creative talent and transforming latent human imagination since 1991.



Where the curves cross, the Age of Information gives way to the Age of Imagination. MICA has stood there since 1991.

| The MICA Lens

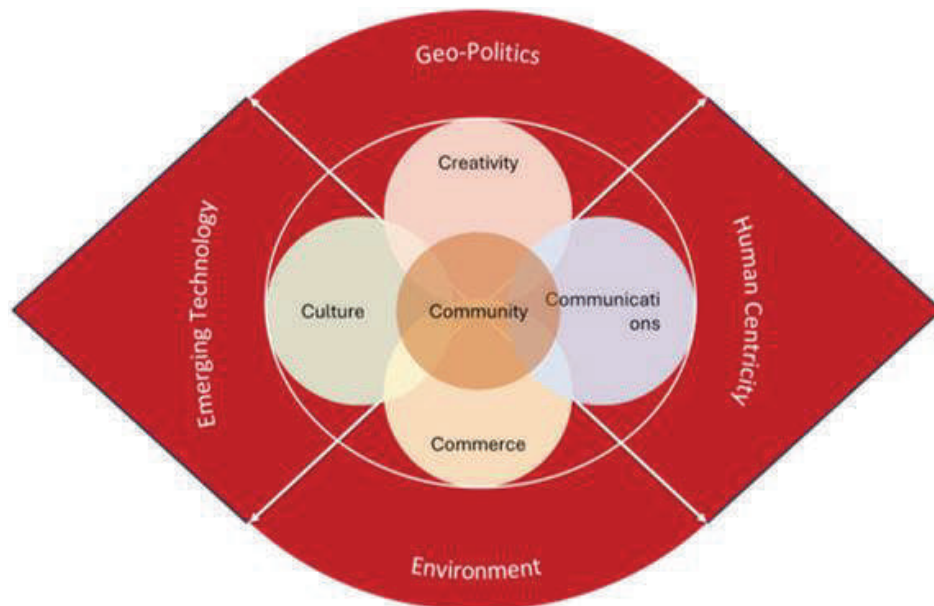
As we jostle with the frameworks of the past and attempt to fit them in the present, we are getting signals from academic research and practitioner insights that understanding the context and making meaning are of real consequence. At MICA, meaning making remains central to everything we do. Distilling our expertise over the past years, we have developed the MICA Lens, a signature of MICA. It is our way of looking at the world that turns data into meaning, meaning into ideas, and ideas into impact, a MICA copyright.

The 5Cs - Creativity, Culture, Communications, Commerce and Community, are embedded in every-touch point starting from the vision to guiding the curriculum. The MICA Lens defines the tradition and discipline in which we operate. Creativity and Communications prepare learners for the demand of the Age of Imagination; culture and community ensure education remains socially grounded; and commerce connects these capacities to economic value creation.

A unique MICA persona is by design that manifests itself in:

- Admission process (selection through MICAT – an in-house customised selection tool, along with CAT/XAT/GMAT scores).
- Highly competitive conversion (1:40) for the PGP programs.
- The learning environment at MICA is a lab in action.
- Creative and management students co-inhabit the same campus.

All this works towards our vision of nurturing 'creative thinkers in the Age of Imagination'.



The MICA Lens®



I Leadership



Ms. Jaya Deshmukh
Director & CEO

"As a MICAn, industry professional, and now Director at MICA, I carry forward a legacy of imagination, inquiry, and impact. We believe the future of education lies in blending human values with emerging technologies."

"Each student has been rigorously trained and industry-tested, ready to carry the MICAn legacy forward."



Dr. Githa Heggde
Professor, Dean and Principal*

"Academics at MICA are structured to reflect today's dynamic business landscape and evolving learner needs. With technology reshaping industries, our updated curriculum integrates AI while championing human creativity."

"Focused on Product, Customer, Brand, Communication, Entertainment, Content, and Creativity, MICA prepares students for the future. Through shared stories, collaborative learning, and industry-driven experiences, they develop the skills and perspectives needed to create meaningful impact."



Dr. Indranil Banerji
Head - External Relations & Growth

"What stands out this year is not just the diversity of sectors, but the nature of roles, from strategy and consulting analysts to brand storytellers, product marketers, and growth leaders. This reinforces that organizations are now looking for professionals who can navigate ambiguity, drive narratives, and create business impact beyond conventional functions."

"Additionally, a significant number of Pre-Placement Offers (PPOs) underline the strong performance of our students during their internships and the confidence recruiters place in MICAns."

"At MICA, we believe we are not just preparing students for roles, but to shape industries in the age of imagination."



Prof. Falguni Vasavada-Oza

Professor, Academic Head,
The School of Applied Creativity

"The future belongs to those who can imagine possibilities and turn them into meaningful realities. At the School of Applied Creativity, we nurture curious minds to blend creativity with purpose, innovation with empathy, and ideas with action, empowering them to create value for businesses, communities, and society at large. The programs focus on new age content and communication solutions, creating a pool of future professionals who are ready to make meaning in brand and communication narratives as advertising creatives and content strategists."



Prof. R. M. Simha

Co-Chair, CCC Programme

"Every PGCM AMC batch reaffirms why creative talent needs deliberate, disciplined nurturing. We bring together copywriters, art directors and creative strategists who learn by doing - building campaigns, telling stories, and thinking on their feet in a studio-like environment that mirrors the industry they're entering. What strikes me most is the transformation: fresh graduates arrive curious and unsure, and leave as confident creative professionals ready to shape brands and conversations. In the Age of Imagination, our role isn't just to teach creativity - it's to give it structure, courage, and purpose."

| Academic Offerings at MICA

Our programmes prepare future leaders, creative professionals, and researchers for careers across business, media, marketing, communication, and academia.

- **PGDM and PGDM-C** develop customer-centric managers with expertise in marketing, brand management, media, analytics, sales, and business strategy.
- **PGCM-AMC (formerly CCC)** nurtures creative talent in advertising, storytelling, copywriting, art direction, and brand communication.
- **PGCM-DMMC (formerly CCE)** equips students to create, amplify, monetize, and manage content across the digital and creator economy.
- **FPM** builds advanced research and academic capabilities, preparing scholars for careers in research, teaching, and thought leadership.

Together, these programmes combine management excellence, creative intelligence, and research rigour to create industry-ready professionals equipped for the Age of Imagination.

Post Graduate Certificate in Management in Digital Media & Marketing Communications (PGCM-DMMC)

PGCM-DMMC is India's first comprehensive programme focused on the creator economy, digital content ecosystems, and contemporary communication.

It prepares students to create, amplify, monetize and manage content across platforms while understanding the business of influence and audience engagement. The curriculum integrates digital storytelling, content strategy, social media, branded content, creator management, platform dynamics, audience analytics and marketing communications.

Through immersive projects, industry collaborations, and hands-on learning, students develop the ability to build meaningful digital communities and drive engagement in an increasingly connected world.

Graduates emerge with the skills to lead communication initiatives across digital-first brands, media organisations, content studios, platform businesses, and the creator ecosystem.

Together, these programmes equip students with creativity, cultural intelligence, strategic thinking, and practical industry exposure, enabling them to thrive in the Age of Imagination where human creativity remains a critical competitive advantage.

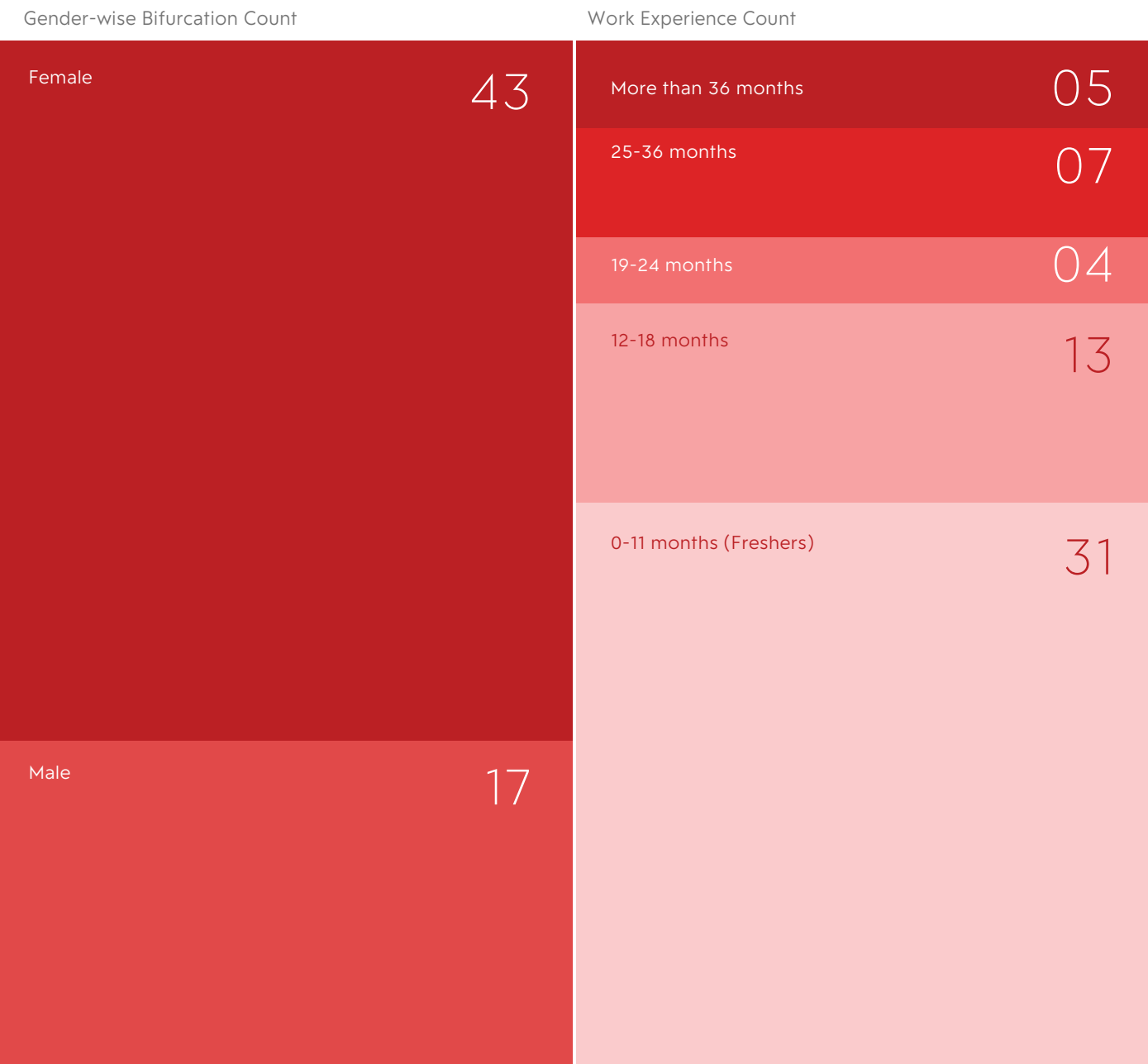
Post Graduate Certificate in Management in Advertising & Marketing Communication (PGCM-AMC) – Formerly known as CCC

PGCM-AMC is designed for aspiring creative professionals who want to shape brands, ideas, and culture through compelling communication. Built on MICA's legacy in advertising and brand building, the programme combines creative craft with strategic thinking, equipping students with expertise in copywriting, art direction, storytelling, consumer insight, brand communication, campaign development, content creation, and emerging creative technologies.

Through studio-based learning, live industry projects, portfolio development and interactions with leading practitioners, students learn to transform insights into impactful creative solutions.

The programme develops professionals who can think strategically, create distinct brand narratives, and deliver communication that drives business and cultural impact.

CCC Batch Profile 2026-27



| Summer Internship

The Crafting Creative Communication witnessed a strong internship season with students securing diverse roles across copywriting, content creation, art and design, creative and brand strategy, social media, influencer marketing, and marketing functions. Internships offered highly competitive compensation, with the highest stipend of ₹30,000 per month and an average stipend of ₹20,468 per month. Students worked with a wide range of reputed organizations across advertising, digital, branding, and content ecosystems, including BBDO, Saatchi & Saatchi, Wondrlab, BBH (Bartle Bogle Hegarty) India, DDB Mudra, Enormous, The Cutting Crew, Tonic Worldwide, RedBus, OML (Only Much Louder), Cab Experiences, Goodvibes, Restless, Itch, Thought Blurb, Team Flash Studios, Talented, Saatchi Propagate, Tonic Worldwide, Please See, E Cultify and Sail Thru Ventures.

| Recruiters

| Roles Offered

- Copywriter
- Content Creator
- Creative Producer
- Creative Copywriter
- Conceptualizer & Visualiser
- 2D Designer
- Marketing Strategist
- Creative Strategist
- Social Media Generalist
- Art Director
- Brand Strategist
- Influencer Marketing Specialist

| Stipend Offered

Highest stipend (₹) *

30,000

Average stipend (₹) *

20,468

Median stipend (₹) *

20,000



| Final Placements

The Final Placements process concluded with strong outcomes, marked by participation from several prominent organizations across advertising, media, digital, and consumer brand ecosystems. Renowned names such as Leo Burnett, FCB Kinnect, Havas Media, MSL – Publicis Groupe, BlinkIt, Zepto, Renee Cosmetics, Good Vibes, Entertainment, Offbeat Studio, Cab Services, The New Thing, Simba Beer, Studio Blo, Vaani Studios, SuperYou and TCY Online. The offered roles emphasized on creativity, brand building, and strategic thinking. The roles included Creative Associate, Content Creator, Brand and Content Architect, Copywriter, Influencer Marketer, Conceptualiser & Visualiser, and Brand & Content Architect. Overall, students secured opportunities aligned with contemporary industry needs, with the highest package reaching ₹16 LPA and an average package of ₹8.7 LPA, underscoring both the quality of talent and the institute's strong industry reputation.

| Recruiters

| Roles Offered

- Sr. Marketing Executive
- Copywriter
- Designer
- Content Creator
- Conceptualizer
- Copy Supervisor
- Art Director
- Creative Strategist
- Social Media Artisan
- Creative Associate
- Content Associate
- Brand & Content Architect
- Account Manager

| Package Offered

Highest (₹) *

16,00,000

Average(₹) *

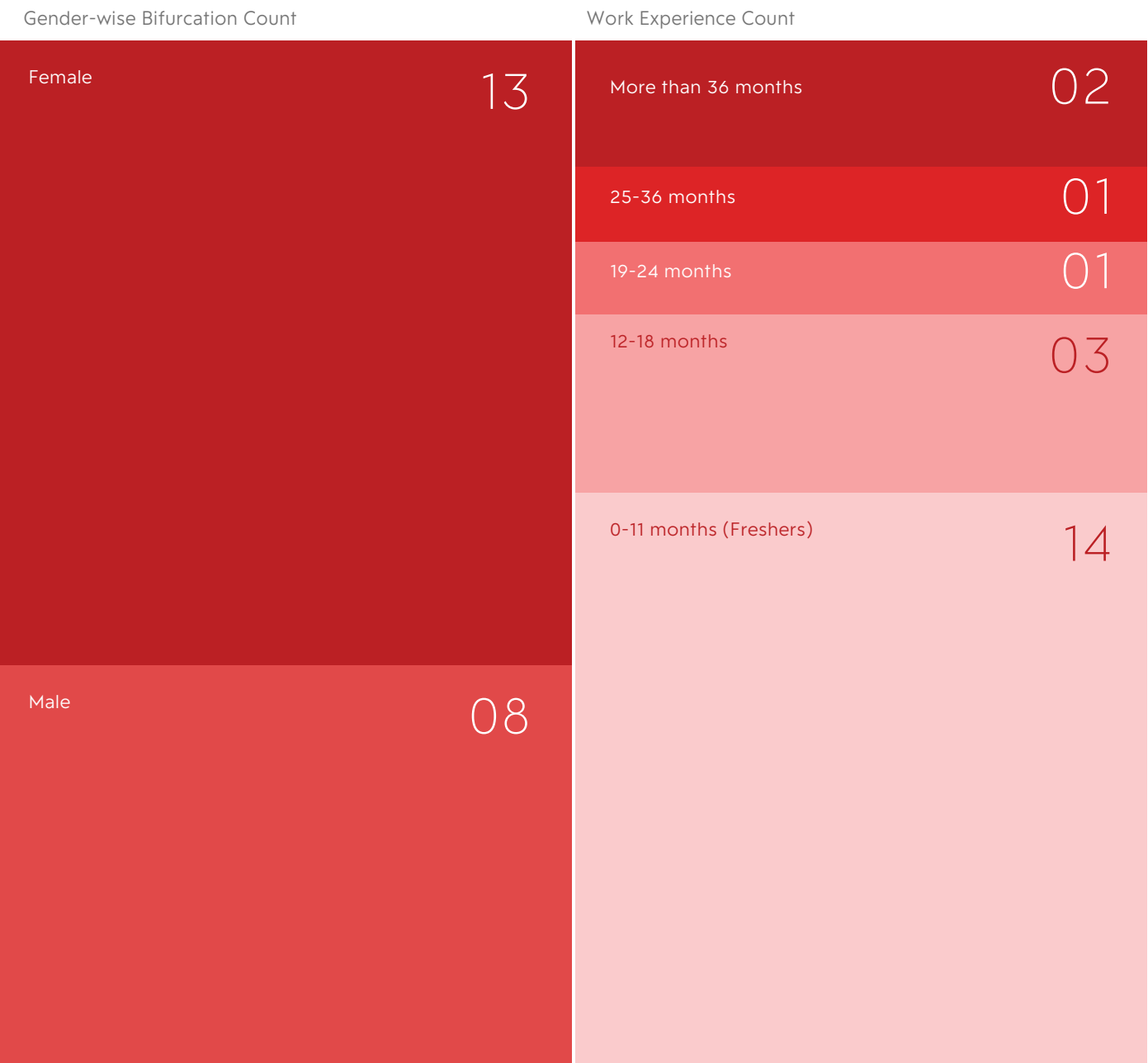
8,70,000

Median (₹) *

8,00,000



CCE Batch Profile 2026-27



I Prominent MICAns

Over 5,000 alumni have shaped markets across three decades — leading where creativity meets commerce, where culture shapes markets, and where communication drives transformation. Over 50% of MICA's first ten batches hold Director-level positions or above. Leaders like:

Rajdeepak Das

Chief Creative Officer
Leo Burnett

Kshitij Singh

Manager Creatives
Snabbit

Pooja Manek

Founding Member Creative
Talented

Utkarsh Ujjwal

Director, Creative Communications
Jio Hotstar

Ashutosh Sawhney

Chief Operating officer
BBDO Group India,
Omnicom Advertising

Tithi Ghosh

President
Ogilvy South

Binaifer Dulani

Founding Member Creative
Talented

Namrata Mohindra

Creative
The Script Room

Tejasvi Gulati

Creative Director
Blinkit

P.G. Aditiya

Co-founder Chief Creative Officer
Talented

Nidhi Netravalkar

Associate Creative Director
FCB Kinnect

Ajit Gurnani

Chief Business Development Officer
Publicis Groupe





I Partner with MICA

Industry needs professionals who navigate ambiguity, synthesise complexity, and communicate direction when the map is being redrawn. MICA graduates don't just fill roles - they define what roles need to exist.

Our research doesn't just respond to industry trends - it interprets them before they crystallise. Our LMDPs don't offer generic training - they solve specific organisational challenges.



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