

Placement Brochure 2026-2027

NURTURING TALENT FOR THE AGE OF IMAGINATION

| 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.

Till 2026, over five thousand students have graduated from MICA. These students constitute about 1.5% - 2% of all aspirants that apply to MICA every year. MICA continues to hold diversity as one its core value with students representing all Indian states and has maintained gender parity since the first batch. 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's centres of excellence, studios, faculty mix, curriculum, and pedagogy, with a clear ambition to become a Multidisciplinary Education and Research University(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 institute 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.



| 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
Dean & 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."

| 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 Age of Information but it is no longer a differentiator.

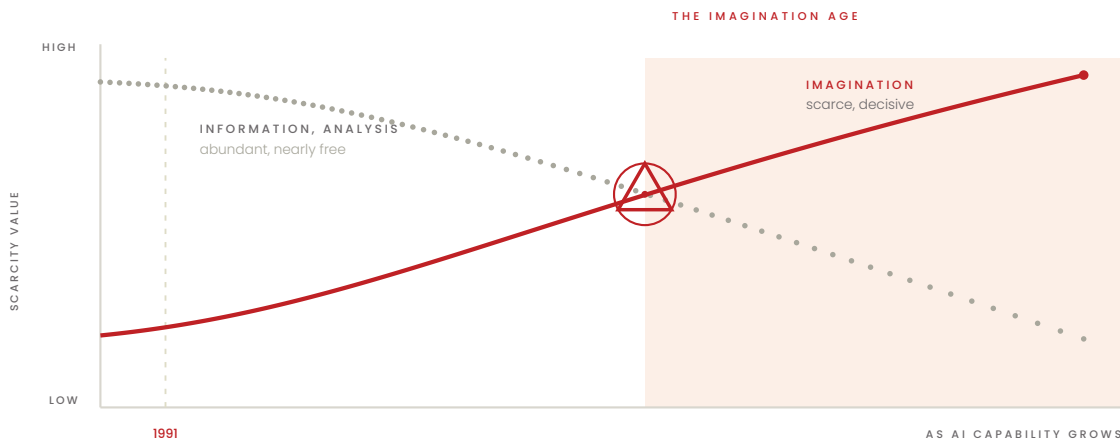
Imagination becomes the defining skill. To be able to imagine possibilities and fathom opportunities which will mark excellence from the ordinary. Future value will be created by those who will construct novel ideas, solutions and futures that transcend existing knowledge structures.

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.



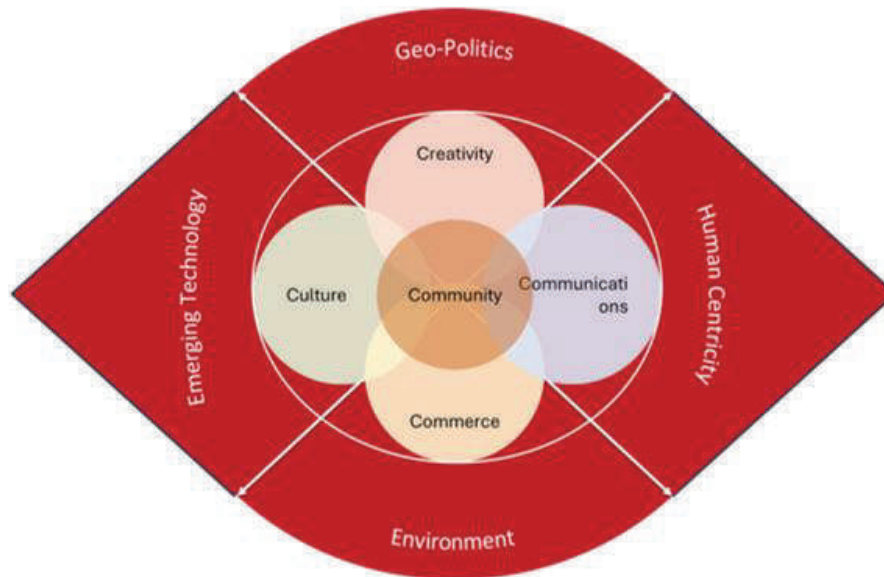
Where the curves cross, the Age of Information gives way to the Age of Imagination. MICA has stood there since 1991.

| 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 at every touchpoint starting from the vision to the curriculum.

Creativity and Communications prepare learners for the demands of the Age of Imagination; Culture and Community ensure education remains socially grounded; and Commerce connects these capacities to economic value creation. This lens is contextualised in the tensions of the real world. It speaks both to the human and the technology-enabled world and takes cognisance of the geopolitical developments strained against the need to care for the planet.



The MICA Lens®

| The MICAN Magic Manifestations

Being a MICAN is a transformative journey both personally and professionally because it is shaped by an immersive and holistic ecosystem.



Fully Residential Program

All MICA programs are fully residential, housed within a lush green 19-acre campus designed to foster learning, collaboration, and well-being. Students benefit from a 24x7 library (KEIC), smart classrooms, auditoriums, amphitheatres, open plazas, sports facilities, and gymnasiums-creating a space where minds and bodies stay active and sharp.

Diverse Batch Profile

A typical MICA cohort brings together students from diverse academic backgrounds-arts, humanities, pure and social sciences, engineering, commerce, law, medicine, design, journalism, and management. With representation from 16-18 Indian states, the batch also reflects wide-ranging professional, geographic, gender, and economic diversity. This diversity sparks rich peer-to-peer learning in group assignments, case discussions, and real-world problem-solving.

Optimal Batch Size

MICA maintains an ideal cohort size that promotes deep engagement, effective collaboration, and strong peer networks.



Active and Early Industry-Embedded Learning

Exposure to business realities through industry-led competitions and challenges. Have won accolades over the past year in events hosted by Accenture, AB InBev, Grant Thornton Bharat, Samsung, Reliance, and the Tata Group-solving problems in domains such as marketing strategy, consulting, product innovation, and sustainability. These structured engagements help students apply classroom learning to real-world outcomes.



Inter-College Competitions

MICAns consistently perform at national-level competitions organized by institutions such as the IIMs, NMIMS, SPJIMR, and SCMHRD. Whether it's quizzes, pitch contests or live projects, students collaborate across disciplines, work through multi-stage formats, and benchmark their ideas against the best minds from other top B-schools.



Student Committees and Campus Engagement

Experiential learning is embedded in MICA's culture. Committees like MCSA (MICA Council for Student Affairs), MICANVAS, TEDxMICA, and MICAMINDS organize workshops, speaker series, and flagship campus events. Students take initiative, lead teams, plan events, engage sponsors, and manage stakeholders developing leadership and execution skills alongside academic rigor.

Together, these elements shape the MICAn identity: curious, collaborative, industry-savvy, and unafraid to tackle real-world challenges with creativity and conviction.

| Academic offerings at MICA

At MICA we run Post Graduate Programs (PGP), 1 Year certification Programs in Crafting Creative Communication (CCC) and Content and Creator Economy (CCE) a four year Fellowship Program in Management (FPM). These residential programs are designed to prepare trained and ready to be employed professionals to serve different industries.

- The PGP programs focus on excellence in customer-centricity through brand management, sales and customer relationship management, product management, media and platform management and business analysis.
- CCC is dedicated to training and preparing art directors and copywriters.
- CCE is dedicated to preparing content creators to lead the orange economy in India
- The FPM program hyper focuses upon building scholarly and research capabilities.

Post-Graduate Programs (PGDMC and PGDM)

Strategic Overview: Future-Ready Curriculum at MICA School of Ideas

MICA's re-envisioned curriculum is strategically designed to prepare students for leadership in the evolving world of Product, Consumer, and Brand (PCB) business. Built on deep theoretical foundations and industry integration, the curriculum aligns with future job roles through a future-backward strategy rooted in skill-set mapping across the MICA-500 - a curated list of companies defining the next decade of business.

This forward-looking curriculum offers eight functional specialisations:

- Advanced Product Management & Product Marketing (Building & Marketing Products)
- Advanced Sales and CRM Leadership
- Advanced Brand Management
- Campaign Design & Performance Management
- Marketing Technology & AI
- Data Science & Analytics with AI
- Customer Experience Strategy & Digital Transformation
- Business Analytics & Consulting

In parallel, eight sectoral specialisations provide domain depth:

- FMCG & FMCD
- Consumer Tech - Quick Commerce, E-commerce & Travel Tech
- Retail Business
- Media, Entertainment & Sports
- BFSI & FinTech
- Consulting & Tech Consulting
- Business Analytics & AI
- Health-Tech and Health Care Management

- Each course is mandated to integrate AI and emerging technologies, ensuring students gain hands-on proficiency with tools that power modern business.
- The pedagogical model blends theory, context, application, and labs, allowing students to solve real-world problems while mastering conceptual rigour.
- Industry-focused courses taught by visiting faculty and core courses by full-time faculty members, the combination creates a healthy mix of theory and practice.
- Blending culture, creativity, communication, and analytics, MICA produces versatile professionals who can decode consumer behaviour, design business solutions, and lead with innovation.

This curriculum ensures MICA graduates are not only job-ready but future-ready, equipped with the critical thinking, digital fluency, and strategic foresight essential for tomorrow's PCB business landscape.

MICA invites future-facing recruiters to engage with talent that is prepared to lead transformative change in dynamic business ecosystems.

Each MICAN is identifiable as they are all unified and stamped by the unique MICA experience which prepares learners to seamlessly navigate the data-driven AI-enabled world while holding the edge of distinct human values.

Every learner of the PGP acquires:



Critical Thinking and
Strategic Communication Skills



Depth and Breadth of the
managerial role they aim towards



Analytical Mindset



Data and Language
Fluency



Decision Making and
Problem Solving



Creative Mindset

I PGP Batch Profile 2025-27 (Senior Batch)

In a business landscape shaped by rapid shifts in consumer behaviour, AI-led disruption, and immersive brand experiences, the Class of 2025–27 reflects a purposeful synthesis of domain diversity, experiential range, and future-facing orientation. An intentionally diverse talent composition - equipped to learn, operate, and excel at the intersection of technology, creativity, and strategic insight.

Youthful Energy. Industry-Tested Talent. The average age of the batch is 23 years - a perfect blend of fresh perspectives and early-career curiosity. Over half the batch (54%) brings prior work experience across digital marketing, media, consulting, analytics, FMCG, and tech. This hands-on exposure ensures recruiters engage with candidates who combine academic rigour with real-world agility, strategic thinking, and immediate contribution to business goals.



"At Google, I saw MICA's lessons come alive — from mapping user journeys to adding creative personal touches. A teammate even said, 'You must be from MICA — so creative!' That moment proved how recognizable our MICA DNA truly is."

Maheshwari Rawat,
Product Support Consultant at Google India



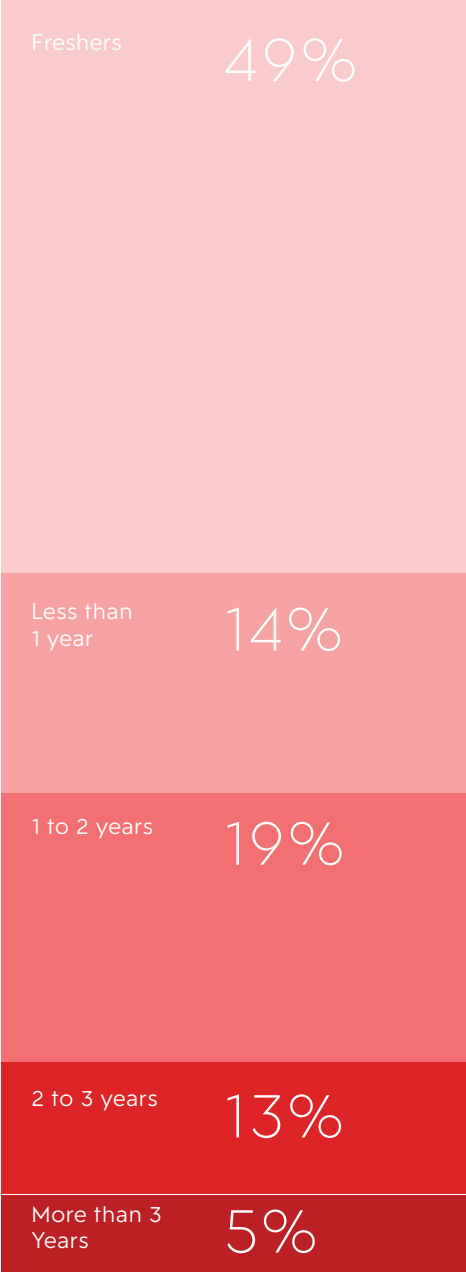
"Securing a PPO from HSBC has been a defining milestone in my professional journey, and I owe much of this success to the rigorous ecosystem at MICA. The college's focus on strategic marketing and consumer insights provided me with the unique toolkit needed to excel during my internship."

Aditya Singh,
Management Trainee, International Wealth and Premier Banking - HSBC

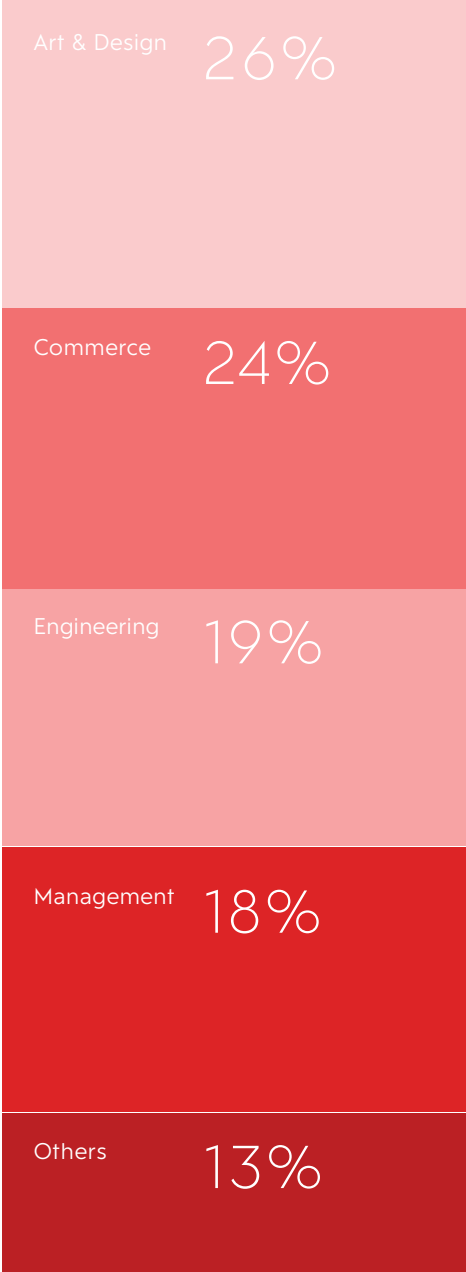
Gender Ratio



Work Experience



Educational Background



| Final Placements 2026

The Batch of 2024-26 witnessed a consistent 100% placement season, demonstrating sustained industry interest in MICA talent. The season saw a diverse mix of roles across marketing, analytics, consulting, strategy, and communication - reflecting the growing demand for multidisciplinary professionals who can navigate the intersection of culture and commerce.

This batch proved that the MICAn edge isn't just a differentiator - it's a multiplier. A notable number of students also converted their Summer Internship Programs into Pre-Placement Offers, reinforcing industry confidence in the cohort's on-ground performance.

Placement Highlights - 197 students placed | 91 recruiters

Highest CTC (₹)
45.67 LPA

Average CTC (₹)
20.12 LPA

Median CTC (₹)
19.57 LPA

Top 25 Average (₹)
34.00 LPA

Top 50 Average (₹)
29.26 LPA

Top 100 Average (₹)
24.79 LPA



Sector Overview – PGP 31 Placements



FMCG/FMCD/E Commerce

53

Offers

₹ 20.56L

Average

₹ 36.22L

Highest



Consulting & Tech

26

Offers

₹ 22.65L

Average

₹ 29.04L

Highest



BFSI & Fintech

34

Offers

₹ 19.84L

Average

₹ 38.60L

Highest



Media & Entertainment

34

Offers

₹ 17.21L

Average

₹ 22.80L

Highest



Consumer Tech

23

Offers

₹ 25.09L

Average

₹ 45.67L

Highest



Others

27

Offers

₹ 16.22L

Average

₹ 23.16L

Highest

Roles Offered

The batch received offers across a wide spectrum of **Marketing & Branding, Product Management, Business Development & Sales, Analytics, Consulting, Technology, and Strategy roles** - reflecting the cohort's functional depth and cross-industry adaptability.

- Assistant Manager - Brand Marketing
- Brand Manager / Brand Strategy
- Brand Storytelling Specialist
- Business Development & Sales
- Business Growth
- Business Operations Manager
- Business Strategy Associate
- Channel & Trade Marketing
- Client Solutions Executive
- Communication Strategy Manager
- Content Strategy
- Data Scientist
- Digital Content & Platform Strategy
- Digital Marketing - Campaign Manager
- Employer Branding
- Growth Marketing
- Lead – Strategy & Growth
- Leadership Trainee - Analytics
- Management Trainee
- Management Trainee - Consulting
- Management Trainee - Sales
- Marketing Manager
- Media Planning & Buying
- Partnerships & Brand Collaborations
- Performance Marketing
- Product Management Analyst
- Product Marketing
- Relationship Manager, Senior Consultant / Business Consultant
- Senior Manager - Marketing
- Strategy & Consulting Analyst

I Final Placement Recruiters 2024–26

FMCG / FMCD / E-Commerce



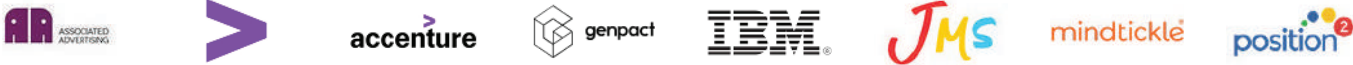
BFSI & Fintech



Consumer Tech / Internet / Platforms



Consulting & Tech



Media, Advertising, Entertainment & OTT



Others

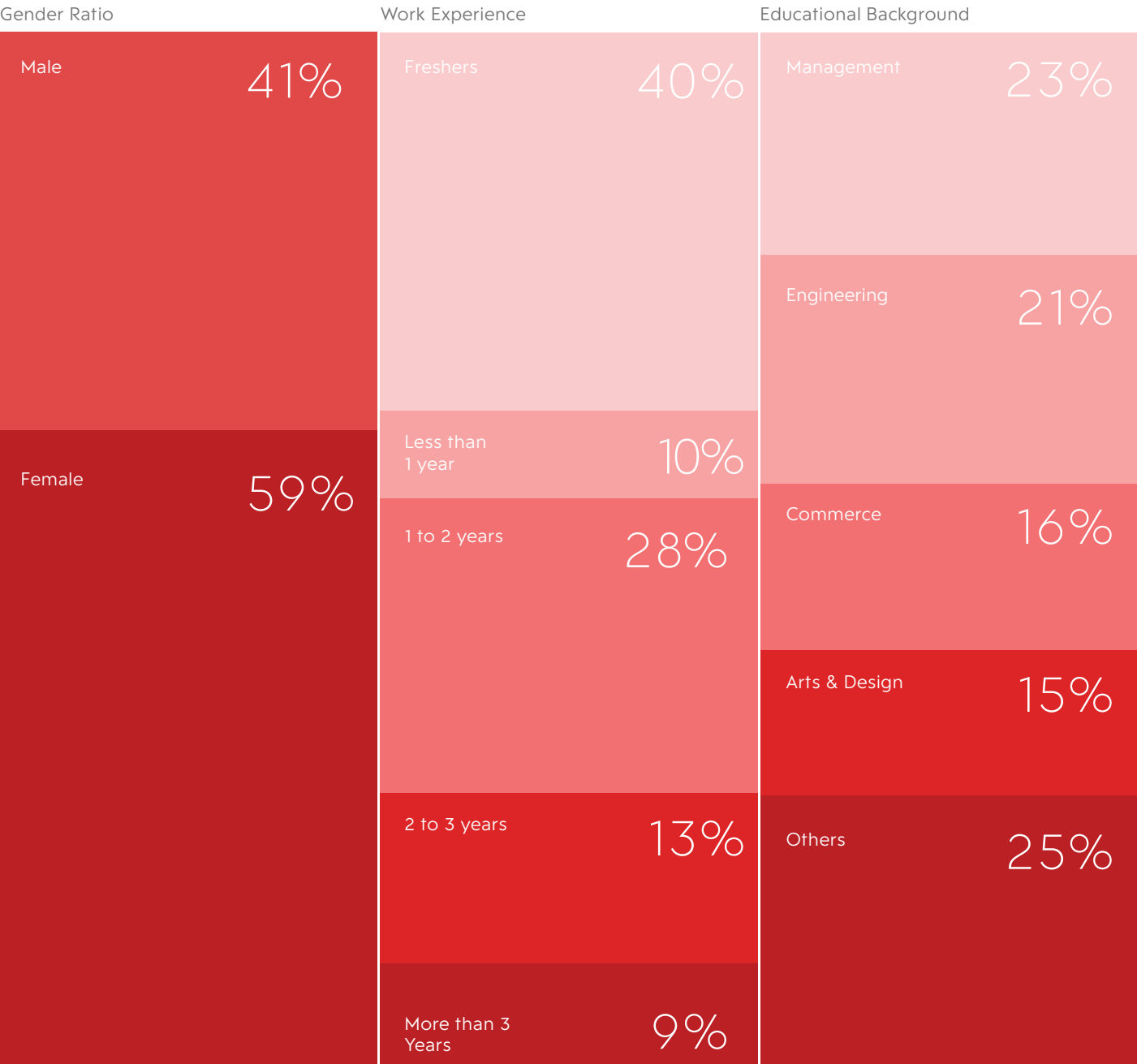


I PGP Batch Profile 2026-28 (First Year – PGP Batch)

In a business landscape shaped by rapid shifts in consumer behavior, AI-led disruption, and immersive brand experiences, this cohort at MICA reflects a purposeful synthesis of domain diversity, experiential range, and future-facing orientation. It is an intentionally diverse talent composition—equipped to learn, operate and excel at the intersection of technology, creativity, and strategic insight.

- This student cohort has a **balanced gender composition—59% female, 41% male**—mirroring MICA's institutional commitment to inclusive leadership pipelines.
- Over **60% of students bring prior professional experience**, and **more than a quarter having over two years in the industry**, the cohort strikes an optimal balance between fresh perspectives and applied rigour.
- Academic diversity is another defining strength: **23% hail from management, 21% from engineering, 16% from commerce, and 15% from arts & design** backgrounds, reinforcing the school's positioning as an interdisciplinary talent hub well-suited to roles demanding cross-functional thinking—particularly in **brand management, product strategy, digital transformation, AI-led marketing, and media innovation**.





| Summer Placements 2026 (Current Senior Batch)

In the current digitally accelerated economy, industries are recalibrating their talent strategies - making internships a critical proving ground for final placements. MICA's Summer Placement season for the Batch of 2025–27 reflects both the institution's ability to prepare students for high-impact roles and the industry's enduring confidence in the MICA edge.

Highest stipend (₹) *

5,76,000

Average stipend (₹) *

1,77,262

Top 25 Average stipend (₹) *

4,61,200

Top 50 Average Stipend (₹) *

3,91,340

Top 100 Average Stipend (₹) *

3,03,070

Students Placed

100%

* For 2 months



Sector Overview — Summer Placements 2026

Offers & stipends (for 2 Months) by sector

	FMCG/E-Comm	84 Offers	₹ 1.83L Average	₹ 5.00L Highest
	Media & OTT	34 Offers	₹ 1.52L Average	₹ 3.00L Highest
	BFSI & Fintech	19 Offers	₹ 1.72L Average	₹ 4.35L Highest
	Consulting & Tech	19 Offers	₹ 3.13L Average	₹ 3.50L Highest
	Consumer Tech	11 Offers	₹ 3.86L Average	₹ 5.76L Highest
	Others	62 Offers	₹ 1.04L Average	₹ 3.50L Highest

Roles Offered

- Account Planning
- Associate Consultant
- Brand Management
- Brand Marketing
- Brand Solutions
- Business & Strategy Analyst
- Business Development
- Business Planning
- Business Strategy
- Client Servicing & Strategy
- Communications
- Content Development & Analytics
- Corporate Communications
- Creative/Data Strategy
- Data & Insights
- Digital Media Planning
- E-commerce
- Growth Marketing
- GTM and Product Marketing
- Influencer Marketing
- Management Trainee
- Market Research
- Marketing & Branding
- Marketing & Communications
- Marketing Strategy
- Performance Marketing
- Product Analytics
- Programming Strategy & Insights
- Sales and Marketing
- Social Media Strategist
- S&C Intern
- Creative Design & Advertising

I Summer Internship Recruiters 2026

FMCG / FMCD / E-Commerce



BFSI & Fintech



Consumer Tech / Internet / Platforms



Consulting & Tech

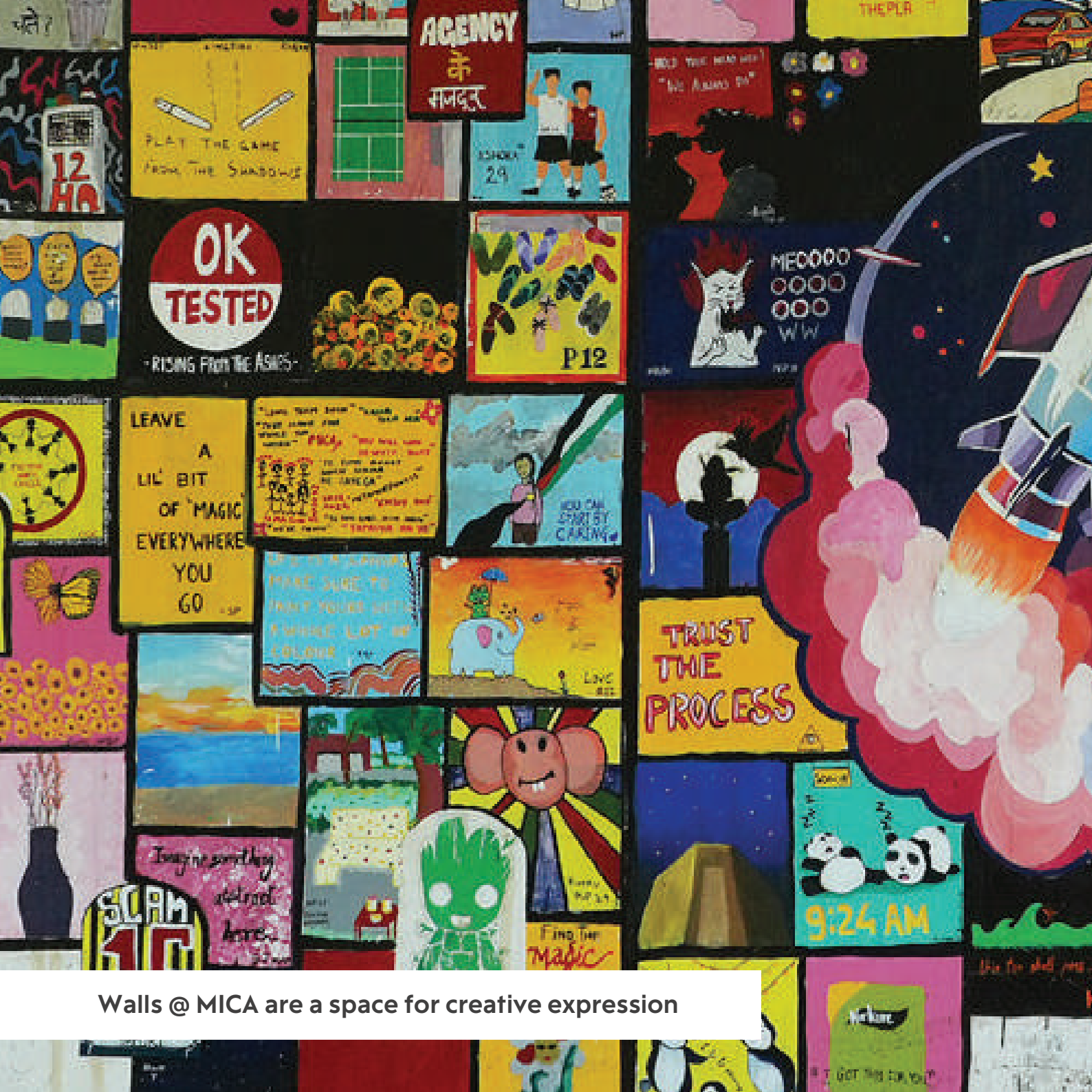


Media, Advertising, Entertainment & OTT

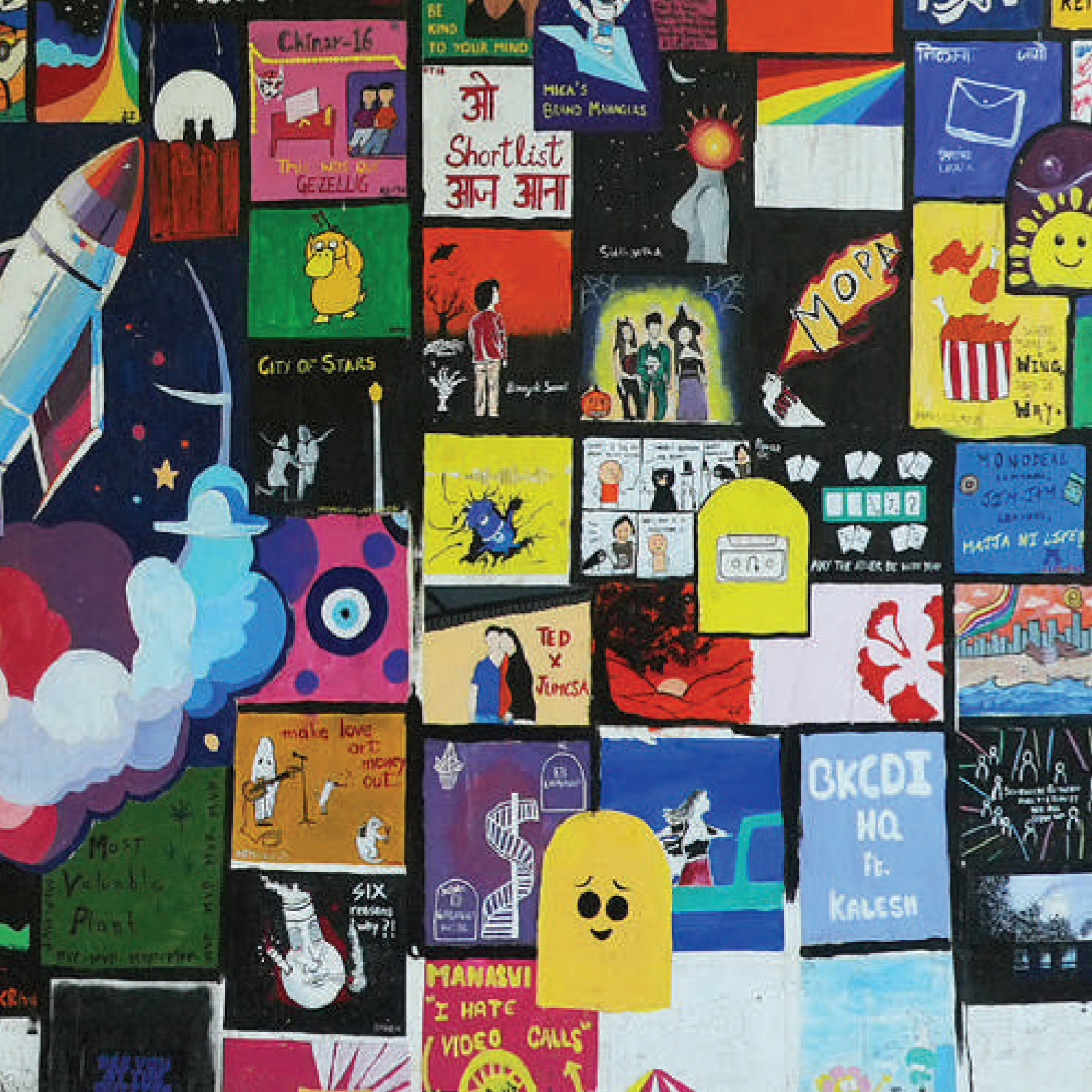


Others





Walls @ MICA are a space for creative expression



I The MICA Alumni - Make a Mark

MICA's alumni network of over 5,000 spans leadership across FMCG, FMCD, customer technology, consulting, digital platforms, media, entertainment, advertising, film production, content and creative industries, and academia.

They serve as CEOs, CMOs, CSOs, Chief Product Officers, Country Heads, and National Creative Directors, with distinguished names such as Kedar Lele (CEO India & President South Asia at Haleon), Sushant Dash (CEO, Starbucks India), Akanksha Jain (Managing Director, Accenture Song India), and Rajdeepak Das (Chief Creative Officer, Leo Burnett).

In academia, alumni holding senior positions at premier institutions worldwide, include Reetika Gupta (Deputy Dean, ESSEC Business School APAC), Tanvi Gupta and Akshaya Vijaylakshmi (Faculty, IIM Ahmedabad), Shameen Prashantham (Professor and Associate Dean, CEIBS China), and Anil Shrinivasan (Founder, KRUU).

In the creative and cultural industries, prominent alumni include Ayushmann Khurrana (Actor), Chirag Panjwani (Stand-up Comedian), Apoorva Bakshi (Filmmaker), Gaurav Chatterjee (Music Composer), and Alpana Dutt (Executive Producer). Alumni remain deeply engaged with MICA as part of the Governing Council and as advisors, mentors, guest faculty, and chief guests at major MICA events.



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:

Aditya Kanthy

CEO & MD, Omnicom Advertising Group

Ajit Gurnani

Chief Business Dev Officer, Publicis Groupe

Akanksha Jain

MD, Accenture Song India

Alok Sanwal

Chief Executive Officer, Dainik Jagran INEXT

Anuj Kumar

Co-founder, Chief Revenue & Operating Officer, Affle

Aparna Mahesh

Chief Marketing Officer, Great Learning

Arjoon Bose

Vice President Marketing (Europe Middle East Africa & India), Coach

Arvind K

Cloud+ International Business Leadership, Apple Inc.

Atreyi Ray

Managing VP - Product Management (Markets and Industries), Gartner

Avinava Banerjee

Head eCommerce Strategy & Transformation GCC, PepsiCo

Basant Rathore

Senior VP - Strategy, Brand & Business Development, Jagran Prakashan Ltd.

Dheeraj Sinha

Group CEO - India and South Asia, FCB India

G Srinivasa Raghavan

Global President & CEO, TVS Mobility Private Limited

Ganga Ganapathi

International Country Marketing Leader, Publicis Sapient

Himanshu Vashishtha

Founder & CEO, SixthFactor Consulting

Isha Sapra

Co-Founder & CEO, Ausper

Kavita Chaturvedi

Chief Executive, Biscuits & Confections (Biscuits & Cakes, Confectionery, Chocolates & Coffee), ITC Limited

Kedar Lele

President - South Asia, Haleon

Kishore Ajwani

Managing Editor, News18 India

Kunal Jeswani

Chief Executive Officer, Ogilvy, ASEAN

Madhumita Chakraborty

Global Brand Lead, HP

Monika Chandra

Senior Director, UX Research, Google Search, Google

Navaneeth L V

CEO, THG Publishing Private Limited, The Hindu

Navin Khemka

President, WPP Media

Nishant Kaushal

Founder & CEO, ADNA Research

Pallavi Chopra

Chief Marketing Officer, redBus

Priyanka Khaneja

Head of Amazon India Ads Marketing, Amazon

Radhika Bahri

Director, Global Media, Meta

Rajat Tuli

Co-Founder, USTRAA-Grooming For Men

Rishi Saxena

Global Product Lead, WFA 'Halo' Cross Media Measurement Initiative, WFA

Rohit Meht

Director, Amazon Devices,
Amazon

Ruchika Singh

Director , Head of Data
Science & Insights,
Spotify

Sagnik Mukherjee

Head of Branded
Integrations in Content,
Sony Pictures Networks
India

Sanjay Sharma

Founder,
Asymmetry

Sushant Dash

Chief Executive Officer,
Tata Global Beverages

Tara Prabhakar

Senior Director, Strategic
Growth Initiatives,

Tithi Ghosh

President, Ogilvy South,
Ogilvy & Mather

Vaibhav Mehta

Founder | Director,
The Content Lab

Varun Dua

Chief Executive Officer,
Acko

Vishnu Athreya

Senior VP - Content
Strategy & Current Series
Production, Warner Bros.
Animation

Where MICAns Work

MICAns lead at some of the world's most respected organisations across FMCG, technology, consulting, media, and financial services.



I Corporate Engagement Calendar 2026-27

MICA's engagement with industry is year-round, structured, and purpose-driven, designed to ensure that learning happens at the intersection of the classroom and the boardroom.

When	What
28-Jun-26	PGP 1 + SOAC + FPM Inauguration
11-Jul-26	Alumni Meet Mumbai + Bangalore
17-Jul-26	Alumni Meet Delhi + Bangalore
04-Sep-26	Singapore Alumni Meet
11-Sep-26	MICA Marketing Frontier Council Meet PwC Mumbai
17-Sep-26	DS-WPP-MICA DCODE CMO Meet I MICA Campus
21-Aug-26	CHRO + CMO Summit Mumbai
December 19 to 21, 2026	MICA for MICAns on campus 1000 alumni and 5 tracks
January 22 to 24, 2027	ICMC + CHRO + CMO + Job Fair
February 12 to 14, 2027	MICANVAS
March 25 to April 03, 2027	SOAC & SOMA Exhibition
April 04 to 15, 2027	SOAC Summer Internship
June 19 to 25, 2027	SOAC Placements begin (Online & Offline)
26-Jun-27	SOAC 2027 Convocation

I MICA: Plan Ahead

MICA is actively shaping its Vision 2030, expanding its expertise in creativity and human-centered thinking for a data-driven and AI-embedded world.

To realize this vision, MICA is enhancing its programs to establish two specialized schools under MICA's broader umbrella:



The School of Ideas

Focused on excellence in customer-centricity through brand management, sales and customer relationship management, product management, media & platform management, and business analysis, leading to postgraduate and doctoral degrees in management.

The common thread that binds both schools is the art and science of storytelling—widely recognized as the ultimate skill needed to navigate and thrive in a digital and AI-driven world.

MICA is committed to strengthening and expanding its presence in the Global South as a leading hub of expertise. As AI continues to evolve, its ability to process information independently and influence decision-making is redefining how we engage with technology.

The School of Strategic Communication (Starting 2027 onwards)

The School prepares learners to understand how communication shapes brands, organisations, cultures, and societies. Grounded in interdisciplinary thinking, the school brings together communication theory, cultural studies, storytelling, media understanding, consumer insight, and strategic thinking to help students navigate an increasingly complex and connected world.

Through a blend of academic rigor and industry relevance, the School develops professionals who can create meaningful communication strategies, engage with diverse audiences, and lead conversations that drive organizational and societal impact.



Dedicated to the artistic, ethical, and commercial creation and management of content, talent, and entertainment, leading to postgraduate and doctoral degrees in content, entertainment, and creative sciences.

I Our goals for the next 5 years

- Launch a New School – The School of Strategic Communication (SoSC). Addition to the two distinct schools with interdisciplinary programmes: School of Management (SoMa); School for Applied Creativity (SoAC)
- Launch two new certification programs: AICTE approved 1 year certification in Sports Management and 11 Month Certification Program in Strategic Communication. Addition to the two, AICTE approved 1 year certification in **PGCM-AMC (Post Graduate Certificate in Management in Advertising and Marketing Communication)**, formerly known as CCC and **PGCM-DMMC (Post Graduate Certificate in Management in Digital Media and Marketing Communications)**, formerly known as CCE
- Train senior leaders from the Industry and Academia in finding Business Value in Age of Imagination when disruptive technologies like AI alter the way we live, work and define ourselves.
- Be a leader and effectively and profitably participate in the reskilling opportunity presented by AI, eCommerce & Digital Marketing and Influencer Marketing.
- Be recognized as a School for creating astute professionals who can transform & lead business & society with empathy and creativity.



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.



Contact Details

Dr. Indranil Banerji

Head of External Relations & Growth

// indranil.banerji@micamail.in

// +91 989 800 0107

Mr. Birju Ambani

Sr. Manager – Placements & Corporate Relations

// birju.ambani@micamail.in

// +91 982 447 9795

Shela, Ahmedabad – 380 058, Gujarat, India

+91-271-768-8250

