FPM

Eligibility Criteria

Admission to the FPM programme is based on the following eligibility criteria.

• Applicants must have a UGC/AIU/AICTE approved Postgraduate/Master's Degree/equivalent qualification with at least 60% marks (First Class) or equivalent grade in the field of management/communications/humanities/ or social science. Exposure and understanding of Marketing, Media, Public Relations, Advertising and/or Journalism shall be an added advantage.

• The candidate should have also completed a UGC/AIU/AICTE approved three-year bachelor's degree/equivalent qualification after completing higher secondary (10+2) or equivalent. The bachelor's degree can be from any discipline (Engineering/ Science/ Social Studies/ Arts/ Commerce/ Communication/ Management/ or Media).

• Foreign nationals and NRIs with non-Indian degrees that are considered equivalent (by UGC/AIU/AICTE) to the qualifications listed with GRE are also eligible to apply for the programme. Foreign nationals and NRIs with non-Indian degrees that are considered equivalent (by UGC/AIU/AICTE) to the qualifications listed with GRE are also eligible to apply for the programme.

Selection Process & Timelines

MICA FPM admission selection process, the following steps are given below

1. **Online Application for MICAT**

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.

3. **Online screening interview:** Shortlisted candidates based on MICAT will undergo an online screening interview.

4. **Written Test (FWT), Individual Presentation (IP), and Personal Interview (PI):** Shortlisted candidates based on the screening interview will appear for the FPM Written Test (FWT), Individual Presentation (IP), and Personal Interview (PI).

5. **Final Selection to the Programme is based on:**

• Performance in the FPM Written Test (FWT)

• Individual Presentation (IP) and Personal Interview (PI)

• Consistent academic performance from 10+2 onwards

• Professional work/research experience in marketing, media and communication

Stage	Remark	
1	**FPM Online Registration**	MICAT – I - Regn. Opens : September 2025. Regn. Close: November 20, 2025 at11:50 pm MICAT – II - Regn. Opens : November 25, 2025. Regn. Close :

		January 29, 2026 at 11:50 pm
2	**MICAT** All candidates are assessed on MICAT, which consists of 3 sections • Section A: Psychometric Test • Section B: Descriptive Test • Section C: Aptitude Test (has 2 sub-sections) – 1. Verbal Ability 2. Quantitative Ability and Data Interpretation MICAT is a Computer Based Test (CBT) used for selection of FPM 2026- 2030 batch. 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 will be held in Ahmedabad, Aizawl, Ajmer, Aligarh, Allahabad, Bareilly, Bangalore, Bhopal, Bhubaneswar, Chandigarh, Chennai, Dehradun, Delhi, Dhanbad, Faridabad, Gandhinagar (Gujarat), Ghaziabad, Gurgaon, Gwalior, Guwahati, Hyderabad, Indore, Jabalpur, Jaipur, Jamshedpur, Jammu, Kanpur, Kochi, Kolkata, Lucknow, Meerut, Navi Mumbai, Mumbai, Muzaffarnagar, Nagpur, Noida, Panjim, Patna, Pune, Raipur, Rajkot, Ranchi, Surat, Trivandrum, Udaipur, Vadodara, Varanasi and Visakhapatnam	MICAT I : December 6, 2025 (Saturday) MICAT -I Score card live : December 24, 2025 MICAT II : February 13, 2026 (Friday) MICAT -II Score card live : February 28, 2026
3	**Online screening interview for eligible candidates:** Shortlisted candidates based on MICAT will undergo an online screening interview.	March 5 and 6, 2026
4	**FPM Written Test (FWT) and Individual Presentation (IP) and Personal Interview (PI).** FPM Written Test will examine candidate's theoretical understanding, ability to investigate a phenomenon and ability to interpret data and draw conclusions. FWT will be descriptive in nature and is based on prescribed readings primarily from the marketing, media and communication domains. Candidates shortlisted after online interviews will be sent prescribed readings via email. They are required to read them critically. Candidates may bring copies of the readings to the FWT as this is an open-book exam. **Individual Presentation (IP)** The candidate will be presenting the topic based on the submitted research proposal. S/he will be given 15 minutes to present to a panel of experts. Candidates will be required to make PowerPoint slides. **Personal Interview (PI)**	March 24 and 25, 2026

	Personal Interview (PI) will follow the IP where a panel of experts will assess the candidate's suitability for the programme and passion for research.	
5	**Final Selection to the Programme is based on:** • Performance in the FPM Written Test (FWT) • Individual Presentation (IP) and Personal Interview (PI) • Consistent academic performance from 10+2 onwards • Professional work/research experience in marketing, media and communication	

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-Advanced, CCC-One Year, 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>:**
o **Either from the School of Management (PGDM-C, PGDM, FPM)**
<u>OR</u>
o **From the School of Applied Creativity (CCC-Advanced, CCC-One Year, 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.***

Instructions for Registration:

1. This application form is an integral part of the admission process. Please provide the correct information. Admission granted on the basis of incorrect information will be ipso facto null and void.
2. In all matters regarding admission to the programme, the decision of the institute will be final and binding. No correspondence from the applicant with respect to his/her non-selection will be entertained.
3. The Institute reserves the right to re-schedule or change/cancel venue for the admission test.
4. Two letters of recommendation in the prescribed format are required to be uploaded at the link provided in the online application. **Click here** to download Blank forms for recommendation letters.
5. Please upload your Statement of Purpose (SOP) in a word document to the link provided in the online application. Address each of the following points, using the essay form in a maximum of two pages.
- Why do you want to pursue the FPM?
- What are your career and professional goals?
6. How do your research interests match with the sub-areas of MICA's FPM: Communication and Media, Management and Marketing, Please upload your proposed research of maximum of 1000 words and mention the names of 3 MICA faculty whose work is aligned to this area, to the link provided in the online application.
7. Please submit documents in support of the application according to the instructions given under Supporting Documents.
8. The completed application form with attachment and documents will be considered for further selection process.
9. Offer letters will be sent to candidates who feature in the final merit. If you do not accept the offer by the date mentioned in the offer letter, your name will automatically be removed from the merit list of the program.

*The institute reserves the right to make necessary changes in the selection process.

Timeline for (2026-2030)

Events	Dates
MICAT I	
MICAT I Registration opens	September / October 2025

Events	Dates
MICAT I Registration closes	November 20, 2025, 11:50 pm
MICAT I Issue of Call Letters/Admit Card	December 3, 2025
MICAT I	December 6, 2025
MICAT I Score	December 24, 2025
MICAT II	
MICAT II Registration opens	November 25, 2025
MICAT II Registration closes	January 29, 2026
MICAT II Issue of Call Letters/Admit Card	February 10, 2026
MICAT II	February 13, 2026
MICAT II Score	Feb 28, 2026
Online Screening Interview, Announcement of Shortlist	Feb 28, 2026
Online Screening Interview	March 5 and 6, 2026
Shortlist for FWT, IP & PI at MICA, Ahmedabad **based on** Online Screening Interview	March 10, 2026
FWT, IP & PI at MICA, Ahmedabad	March 24 and 25, 2026
Final Merit List	April 15, 2026