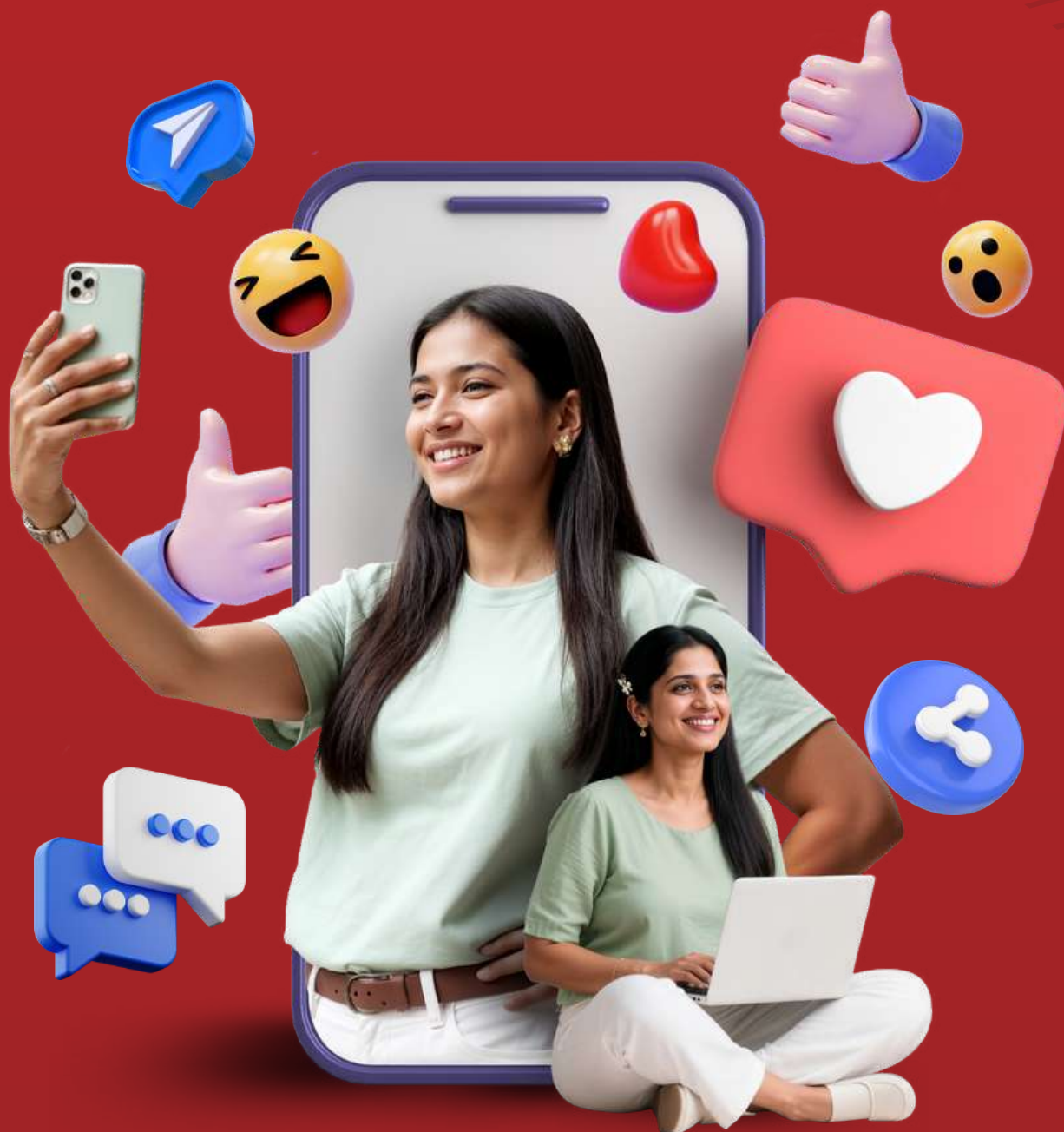


The Social Media Influencer: From Content to Career

25 Weeks | Online



Programme Summary

Social Media Influencer: From Content to Career

 Institute Name MICA	 Programme Duration 25 weeks	 Cost INR 1,00,500 + GST	 Learning Mode Online recorded sessions
 Weekly effort 4-6 hours of weekly commitment by participants	 Faculty MICA	 Payment Options Flexible installment plans with EMI options available	 Live Sessions Two live sessions by MICA faculty
 Eligibility 10+2 and above, in any discipline	 Certificate MICA will award a certificate of successful completion to participants who complete the programme successfully with 70% of the score in evaluation; the E-certificate will be provided by MICA	 Special Pricing Special pricing with up to 10% discount is available on corporate plans for bulk nominations.	

Learning Experience

- Learn from leading MICA faculty and industry experts who are also influencers.
- Get a prestigious MICA Certificate of Completion
- Application-based learning with a capstone project
- Optional one-day campus immersion towards the end of the programme

Frequently Asked Questions

Are there any LIVE sessions with the institute faculty in this programme?

This programme is designed to provide flexible learning options, accommodating the time constraints of working professionals, and features high-quality pre-recorded videos with globally renowned faculty from MICA.

What is the role of the Programme Leader? Are they institute faculty?

Programme leaders are Industry Practitioners/Subject Matter Experts who help clarify doubts, cover specific topics in-depth, and share real-world examples wherever needed. They are not faculty of the institute.

Who grades/ gives input on the assignments and projects?

The assignment grading frameworks are created in collaboration with the institute faculty; however, the actual grading is done by the Programme Leaders or subject matter experts.

Is there a qualifying mark/ grade to get the final certification in this programme?

Yes, the qualifying mark is 70%.

What if I miss the assignments? Can I attempt them later?

An assignment that is not submitted by the due date is late. Late assignments will be accepted until one week after the programme end date, which is published on the programme homepage. If later than one week grace period, and if the assignment is graded, there will be no marks awarded for the assignments, it will be marked 'nil'.

Who is the faculty for the LIVE Webinar/ Online sessions/ Doubt Clearing sessions?

LIVE Webinars are done by subject matter experts who have real-world experience in the domain.

What if I don't find the programme appropriate for me after starting the sessions? Can I seek a refund?

Participants may request a refund before the cut-off date, which is 14 days prior to the start of the programme. Requests made before this date will be refunded after deducting a ₹5,000 processing fee (taxes are non-refundable). Requests made after the cut-off date (i.e., within 14 days before the programme begins) but before the start of the programme may be granted, subject to a 40% penalty on academic fees. No refunds will be processed once the programme has started. In case the programme is cancelled, a full refund including taxes will be issued. Approved refunds will be processed within 14 business days.

The Creator Economy Is Booming—Are You Ready?

Influence isn't just for the internet famous anymore - it's for anyone ready to turn content into a calling. What used to be 'just posting online' is now projected to swell to a **34 billion-dollar industry by 2026**, according to a recent **EY report**. Whether you're posting as a way to express your creativity and want to level up, growing a homegrown brand from your room, a professional building your personal brand, or a marketer pivoting into the creator economy—**this programme is for you.**

We live at a time in which creativity equals currency and **content creators are running the show**. But here's the catch: it's not only about going viral once. It's about building a real business, one that is consistently sustainable and grows with you. **The Social Media Influencer: From Content to Career programme** is your ultimate creator starter pack - think expert tips, learn AI tools and monetisation hacks, and build a blueprint for turning your vibe into a long-term career. **If you're ready to stop scrolling and start building, this is where it begins.**

The Creator Boom Is Here - Is Your Career Ready?

INR 1-10 Lakh/month

12% of content creators in India earn between ₹1 lakh to ₹10 lakh per month

State Of Influencer Marketing In India, 2024, EY

61%

of consumers say they trust recommendations from creators more than they trust brand advertising.

The Creator Economy, Sprout Social, 2025

31%

of social media users have purchased a product or service because of a social media influencer.

GWI, 2024



Why Choose MICA's Influencer Programme?

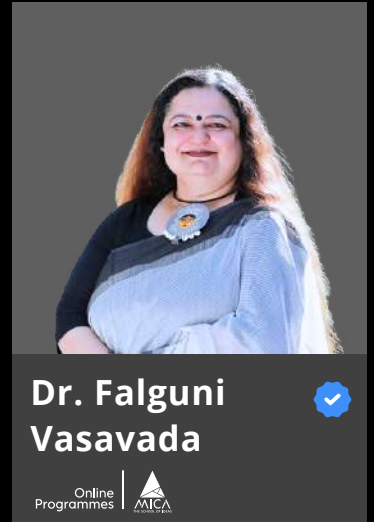
This programme is a rare opportunity - **a first-of-its-kind, structured launchpad** from one of the most eminent schools in strategic marketing, storytelling, and digital leadership: **MICA, The School of Ideas**.

Known for shaping the future of branding and media in India and beyond, MICA has been at the forefront of communication education since 1991. It remains the only residential institute in the Asia-Pacific region fully devoted to leadership in strategic marketing and creative communication. Its future-ready curriculum blends brand storytelling, digital tools, AI-led creativity, and projects - making it the ideal home for this breakthrough influencer programme.

At the heart of the experience is a powerhouse faculty. **Dr. Falguni Vasavada**, social media influencer and branding expert, brings a sharp focus on digital strategy and building brand narratives that stick.

Alongside her, **Prof. Siddharth Deshmukh, aka The Travelling Professor**, offers a global perspective on the creator economy, drawing from years of experience mentoring creators and consulting with brands worldwide. They're joined by a dynamic panel of real-world influencer-practitioners who don't just teach the craft - they live it.

Together, this team will guide you through mastering every major platform - **from Reels to Shorts to Threads**. With practical content learning, AI tools, growth hacking workshops, and feedback loops, the learning isn't theoretical: it's build it and grow it, from day one.



The Future of Content Creation Starts Here

India's first certified pathway to influencer success

This isn't just a programme - it's your content-to-career playbook.

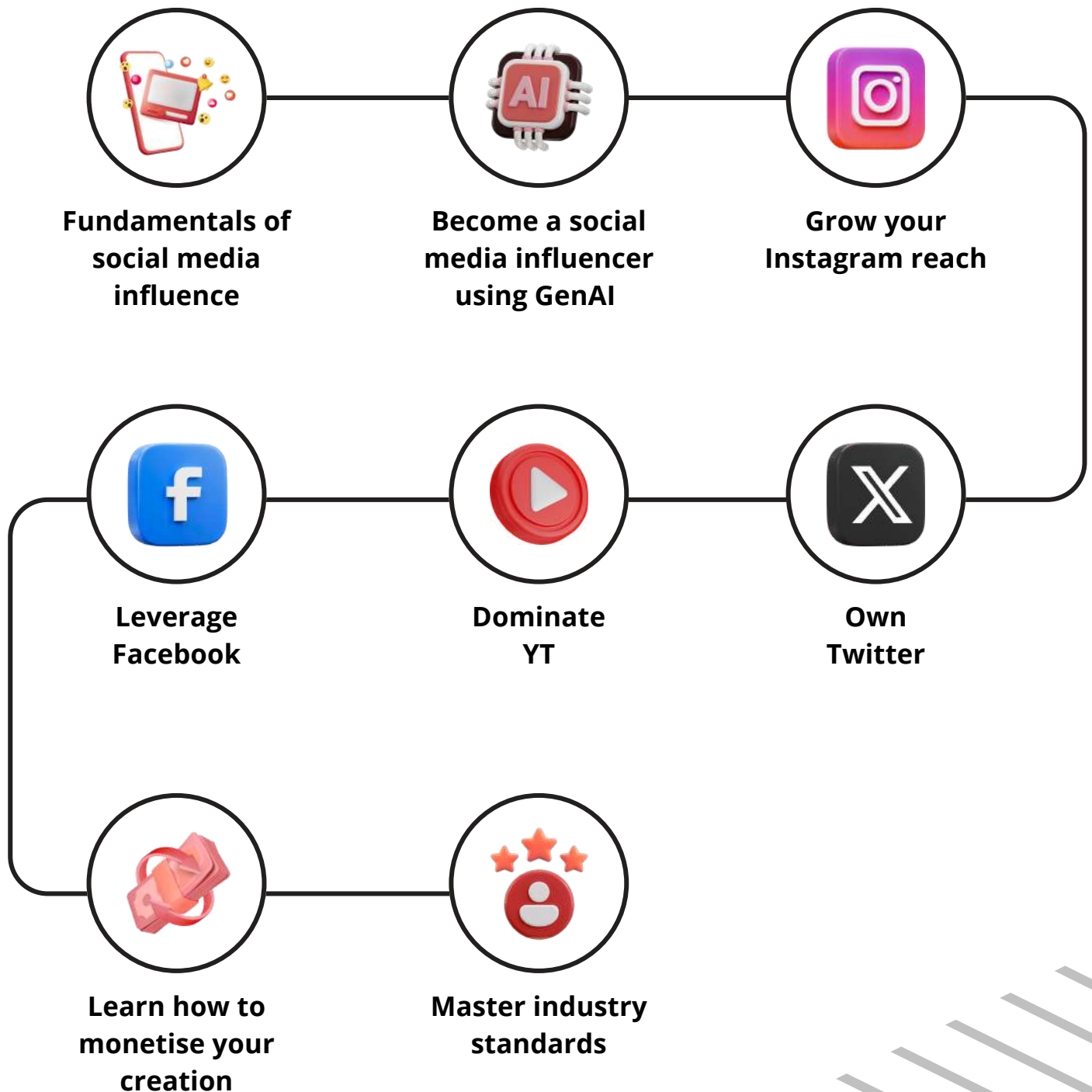
Say hello to the world's first formal academic programme made for the influencer era. Whether you're sharing your creativity online and ready to take it to the next level, building a passion-led brand from your living room or boardroom, shaping your identity as a professional, or making the move from marketing to content creation - this programme meets you where you are, and helps you grow.

Learn how to create content that clicks, master AI framework, and turn likes into legit income. Taught by real influencers and backed by **MICA's iconic legacy in marketing and storytelling**, this is where creativity meets credibility - and your digital journey levels up.



Your Social Media Brand Building Journey

Step into the world of social media influence—from building your brand on Instagram to monetising your content across YouTube, Facebook, and X (formerly Twitter). In this programme, you'll learn how to grow and engage your audience, master platform algorithms, and use GenAI to craft standout content. Whether you're dreaming of viral posts or steady income streams, these are the platforms where your influencer story begins.



Note: All logos are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.

Why This Programme Stands Out

Pre-recorded video lectures

Learn at your own pace with flexible, on-demand content.



Two live faculty sessions

Join live sessions with MICA faculty for expert insights.



Use cases

Understand real influencer strategies through case studies.



AI tools and libraries

Leverage top platforms and AI tools for content creation.



Sessions with industry influencers

Gain practical tips from leading creators and marketers.



Capstone project

Create a portfolio-ready project that reflects your unique style.



On-campus immersion

Attend an optional one-day learning experience at the MICA campus.



Taught by Influencers

Create smart content with guidance from renowned influencers



Discussion boards

Engage with peers for collaborative learning.



Assignments

Apply skills through creative, graded tasks.



Why This Programme Stands Out

MICA e-certificate

Earn an official e-certificate from MICA.



Doubt-clearing sessions

Attend weekly live sessions to clarify your queries.



Social platforms and GenAI tools

Leverage top platforms and AI tools for content creation.



Who Should Join

This programme is for anyone ready to move beyond the likes, and leverage social media for real growth - whether that means building a personal brand, unlocking new income streams, or turning your online presence into a meaningful career path.

Aspiring influencers and content creators

Whether you're a working professional with a passion for content creation or a subject-matter expert ready to build your online brand, this programme helps you take the leap. If you've built a small following - or are just getting started - and want to turn your presence into a serious, sustainable career, this programme gives you the strategy, structure, and certification to do just that.

SMEs, Creatives and Marketers

This programme is also ideal for individuals who are content creation enthusiasts, homegrown brand owners, entrepreneurs, marketers, and creatives who want to build their brand identities on social media and strengthen their digital footprints. Whether you're looking to grow your audience, build thought leadership, or drive business outcomes through personal and professional branding, this programme equips you with the tools to influence with authenticity, authority, and long-term impact.

Aspiring side-hustlers & career movers

Individuals with basic knowledge of social media platforms who are looking to explore content creation as a secondary source of income or gradually transition into a new career. They may be professionals, students, or homemakers seeking flexible opportunities to build a personal brand and earn through social media while continuing their primary work.



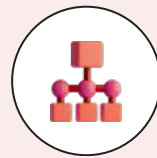
Learning Outcomes

This programme is designed to turn aspiring and emerging content creators to influencers. Through a future-ready curriculum grounded in real-world tools, data, and mentorship, participants will gain the skills to not only build influence but sustain, monetise, and scale it.



Build your influence blueprint

Craft a personal brand that actually stands out. Turn your story into your superpower, and grow a social media influence that hits different.



Crack the influence code

Grow smart, not random. Use platform insights and data to boost reach, build real engagement, and stay relevant.



Master content that clicks

Plan, shoot, and post like a pro - from snappy reels to binge-worthy long-form content. Use GenAI tools to speed up your process without losing your vibe.



Go viral with confidence

Speak with confidence, show up with presence, and build influence that goes beyond the feed. You'll be media trained and mic-ready.



Monetise your magic

Turn likes into legit income. Learn how to score brand deals, land sponsors, or sell your own stuff - on your own terms.



Map your creator career

Leave with a 12-month action plan that's as strategic as it is ambitious - because this isn't a side hustle, it's your main character era.

Learning Journey

PILLAR I

Fundamentals of Social Media Influence

Cross-Platform

- **Module 1: The Science of Social Media Influence**
Psychology of trust, social proof, parasocial bonding, virality
- **Module 2: Building Brands in the Creator Economy**
Personal vs product vs professional branding, archetypes, value ladders
- **Module 3: Storytelling for Influence**
Hook–Story–Offer, Hero’s Journey, POV tension, narrative flywheels
- **Module 4: Cultural Branding & Audience Resonance**
Semiotics, mimetic triggers, cultural signals, relevance across Gen Z / Millennials
- **Module 5: Platform Strategy for Influencer Growth**
Choosing your anchor platform, mapping platform affordances, cross-platform loops
- **Module 6: Brand Narrative & Self audit**
Create a personal brand deck, run a SWOT, build your narrative kit

PILLAR II

Social Media Platform Deep Dives + Content Creation Enhanced with GenAI

Instagram / Facebook

- **Module 7: Visual Identity & Trust on Instagram**
Grid logic, emotional aesthetics, content themes, visual influence, Instagram Bio & Link in Bio Optimization

- **Module 8: Hook Theory for Reels and Storytelling with Stories**

Crafting the first three seconds, emotion-first reels and designing ephemeral narrative arcs + CTAs

- **Module 9: Reel Scripting with ChatGPT + CapCut**

Prompting for trends, script generation, auto-cutting workflows

- **Module 10: Monetising with Instagram Shops, Guides, and DMs**

Convert visual trust into commerce, using in-app tools

LinkedIn

- **Module 11: Key Pillars to Be a LinkedIn Top Voice**

Fundamentals, pillars, and objectives to maximise your presence on LinkedIn

- **Module 12: POV-Driven Thought Leadership**

Building contrarian takes, expertise frameworks, narrative authority

- **Module 13: LinkedIn Video, Text and Carousel Strategy**

Visual-first storytelling, using slides, value-led sequences

- **Module 14: Weekly Posting System with GenAI**

Define 3 pillars → auto-draft 5 posts/week → optimise tone

YouTube & Podcasts

- **Module 15: Designing a Show Format With Subscription in Mind**
Hook-Topic-Value-CTA structure, open loops, thumbnail testing, virality triggers
- **Module 16: Writing Episodic Content That Converts**
Cohesive content arcs, binge loops, segmentation by series
- **Module 17: Podcasting for Influence**
Scripting, guest loops, brand alignment with audio influence
- **Module 18: Repurposing Long-Form into Shorts & Reels**
Auto-clipping with AI (Pictory, Opus), highlight identification

X (formerly known as Twitter)

- **Module 19: Retweet & Quote Strategies for Distribution**
Timing, tagging, relationship-building via quote loops
- **Module 20: Building a Niche Moat with Threads**
Narrative frameworks for threads
(Story, List, Framework, AMA)
- **Module 21: AI Tools for Thread Drafting & Editing**
Prompt stacks for outline → write → hook → thread
- **Module 22: Tension as a Growth Tool**
Writing hot takes, unpopular truths, engaging polarities

PILLAR III
Grow and
Monetize your
Social Media
Influence

Cross-Platform

- **Module 23: Growth Loops Across Platforms**
Instagram collabs, LinkedIn DMs, X replies, community loops
- **Module 24: Monetization Models for LinkedIn and X**
Affiliate, services, sponsorship, premium content, productizing your content, Newsletters, courses, templates, community memberships
- **Module 25: Monetization Models for Instagram and YouTube/Podcasts**
Affiliate, services, sponsorship, premium content, productizing your content, Newsletters, courses, templates, community memberships

PILLAR IV*
Industry Standards

Cross-Platform

- **Masterclass 1: Media Training for Digital Thought Leaders: Commanding Authority in Public Spaces**
- **Masterclass 2: Multi-Platform Content Distribution & Growth Strategy**

PILLAR V

Capstone Project

- **Staggered capstone project which will run parallelly to the modules**

Note:

* Live-online by industry experts

Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.

Programme Directors



Dr. Falguni Vasavada

- MICA professor
- Speaker
- Body positivity champion
- Social media influencer



With over 25 years of experience in doing what she loves -teaching - Dr. Falguni brings unmatched passion to every classroom and conversation. A double gold medalist and one of the most inspiring faculty members at MICA, she specialises in marketing, advertising, and integrated communication, teaching across top B-schools in India.

Off-campus, she's a digital content creator and speaker who blends her academic smarts with vibrant, real-world storytelling. Her research dives into the evolving narratives of women in media, digital identity, advertising to children, and more. She regularly writes for leading marketing magazines and portals, bringing fresh, feminist, and critical perspectives to the industry.

But that's not all—Dr. Falguni is also a fashion lover and body positivity advocate, using her platform to empower women, spark conversations on gender, challenge body shaming, and share her styling tips with sass and substance.

You can also follow her on [@falgunisfashionfundas](https://www.instagram.com/falgunisfashionfundas)



Programme Directors



Prof. Siddharth Deshmukh

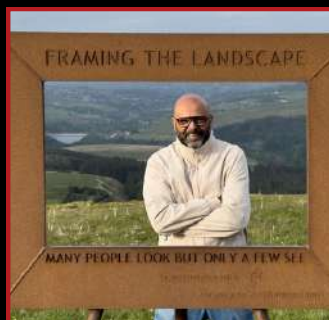
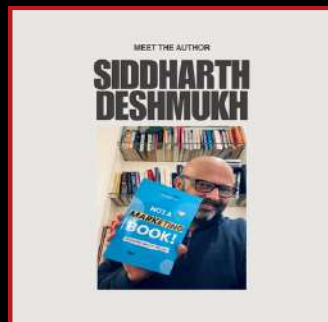
- MICA Professor
- Digital strategist
- Creator mentor
- Storytelling pro
- Leader of LinkedIn at MICA



Known online as The Travelling Professor, Siddharth is what you get when you blend more than 30 years of sharp business thinking with creator-era storytelling. He's a strategist, educator, and content creator who helps leaders, brands, and budding influencers find their 'why' in an AI-powered world - using the unexpected combo of evolutionary biology, anthropology, and behavioural economics.

From CXOs to Gen Z creators, Professor Siddharth helps people align their purpose with their content. He has taught at top B-schools such as MICA and SP Jain London, led digital initiatives at start-ups, and served in global corporates. His content has racked up views across LinkedIn, Instagram, TikTok, YouTube, and even your favourite podcast app - he's the voice behind *Smarter with Sid* and the author of four books, including *Not a Marketing Book*.

If you're serious about standing out with smart content, Sid's your guy.



Live Sessions by SMEs

From public speaking to platform hacks, these expert-led live sessions will teach you how to speak with power, grow with purpose, and influence with intention - no matter where you post.

 Media Training for Digital Thought Leaders: Commanding Authority in Public Spaces	Influence responsibly
	Voice modulation
	Public speaking
	Executive presence
 Multi-Platform Content Distribution & Growth Strategy	Platform-native vs cross-platform
	Scheduling tools

- Note:
- Each SME session will be a live online session.
 - Post-session learning material will be shared with participants.
 - Each live session will be of two hours.



Certificate

Participants will be awarded an e-certificate from MICA on the successful completion of the programme with a 70% score in the evaluation. A participant with less than 70% of score in overall evaluation will not be awarded a certificate.



Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of MICA. On successful completion, the participant will be awarded an e-certificate by MICA.

Programme Details

Programme fee*	INR 1,00,500 + GST
Programme start date	28 December, 2025

Note: GST (currently @ 18%) will be charged extra on these components. -*Instalment payment options available.

-*Convenience charges will be levied on the instalment payments plan if a student opts for it.

-*For detailed information on instalment payments, reach out to your programme advisor.

-Admissions are on a first-come, first-served basis. There might not be subsequent rounds if seats are filled in the initial rounds.

-The actual programme schedule will be announced closer to the programme start.

-The campus immersion fee is separate and is not included in the programme fee.

Eligibility: Participants with a 10+2 qualification and fluency in English.

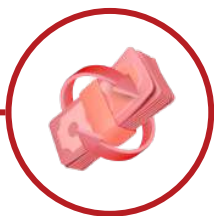
Application Requirements

You can submit a scanned copy of ANY ONE of: degree certificate, provisional degree certificate, marks transcript or score transcript.

Application Links



[Click here](#) to
apply to the
programme



[Finance options](#)
[available](#)



For more
information,
please email at
mica.execed@emeritus.org

About MICA

Established in 1991, MICA is dedicated to creating leadership in Strategic Marketing and Communication. MICA, an autonomous, non-profit institution, offers a wide range of academic programmes including residential and online programmes. MICA's spirit lies in its grasping of contemporary trends and sensibilities, addressing the needs of an ever-changing environment. The MICA brand assures effective delivery of Strategic Marketing and Communication solutions to the industry, government, and community. Today, it is the alma mater of professionals serving in leadership positions in some of the best-known companies in India and the world in marketing, brand management, research & analytics, advertising, media, digital, and other related businesses.

About Emeritus

MICA is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. Working with Emeritus gives MICA the advantage of broadening its access beyond their on-campus offerings in a collaborative and engaging format that stays true to the quality of MICA. Emeritus' approach to learning MICA cohort-based design to maximise peer-to-peer sharing and includes video lectures with world-class faculty and hands-on project-based learning. More than 250,000 students from over 160 countries have benefitted professionally from Emeritus' courses.



Apply for the programme here

[APPLY NOW](#)

Refer, and earn a programme fee benefit

[REFER NOW](#)



WhatsApp an advisor on +91- 91520 21276*

**This number does not accept any calls. Please message your queries.*

For registration and any other information,
please get in touch with us at mica.execed@emeritus.org

In collaboration with

