MICA
THE SCHOOL OF IDEAS

Online Programmes

Executive Programme in **MarTech & AI**

26 Weeks | Online
MICA Alumni Status



Programme Summary

Executive Programme in MarTech & AI

Institute Name
MICA

Programme Duration
26 weeks

Cost
INR 1,29,500 + GST/
AED 5,766

Learning Mode
Online Sessions

Weekly effort
4-6 hours of weekly commitment by participants

Faculty
MICA Professor of Marketing at MICA, Ahmedabad.

Payment Options
Flexible installment plans with EMI options available.

Special Pricing
Special pricing with up to 10% discount is available on corporate plans for bulk nominations.

Eligibility
Bachelor's Degree or 10+2+3 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.

Learning Experience

- **Learn from leading MICA faculty and industry experts**
- **Practical learning with capstone project**
- **Get the prestigious MICA Certificate of Completion**
- **An optional one-day campus immersion toward the end of the programme**

Frequently Asked Questions

Are there any LIVE sessions in this course?

Yes, every weekend there are live sessions with the Industry Expert.

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

Programme Leaders are experienced industry practitioners and subject matter experts who conduct the live weekend sessions as part of the programme. They support learners through doubt resolution, provide deeper insights into specific topics, and bring practical, real-world examples and industry perspectives into the classroom. They are not institute faculty.

Who grades/ gives inputs 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 and Emeritus Grading team.

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

Yes, the qualifying mark is 70%.

What if I miss the assignments for a particular week? 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 the one week grace period, and if the assignment is graded, there will be no marks awarded for the assignment, 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.

Do I get Alumni status of the Institute on completion of this course?

Yes, the candidate is eligible for an Executive Alumni Status.

What if I don’t find the course 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.

Note: This Course Summary is provided only for your convenience. You are advised to refer to the Course Brochure for more information.

Lead the Era of AI-Driven MarTech Stacks

Marketing is changing fast—and AI is leading the charge. To stay ahead, you need more than just creative vision. You need the skills to design AI-driven systems that deliver real-time personalization, predictive insights, and seamless customer experiences.

The **Executive Programme in MarTech and AI by MICA** gives you the strategies, tools, and hands-on practice to thrive in this new landscape. You'll explore Generative AI, Agentic AI, and the latest MarTech platforms—learning how to use them to transform campaigns, accelerate growth, and improve ROI.

With MICA's academic excellence, interactive sessions, and tool-based learning, you'll graduate ready to build, lead, and innovate AI-powered marketing systems that set you apart in any role or industry.



Rs 59,200 crore

The Indian digital advertising industry is projected to reach a market size of Rs 59,200 crore by the end of 2025**,** reflecting a compound annual growth rate (CAGR) of almost 20%.

The Digital Advertising Report, Dentsu 2025



81%

of marketing technology leaders are already piloting or implementing AI agents in their organisations.

Gartner, 2025



40%

AI-powered chatbots like TARS and Verloop enable 24/7 customer support, reducing acquisition costs by up to 40%.

Martech Language In India, Dentsu, 2025

Transformative Learning Experience

This future-focused programme brings together MICA's strategic marketing expertise with the transformative power of AI and MarTech.

The programme will sharpen your decision-making, accelerate your adoption of emerging technologies, and position you as the go-to authority for AI-powered marketing transformation. By the end, you'll not just know the latest tools—you'll have the confidence and credibility to drive measurable growth and competitive advantage in any market.



Pre-recorded video lectures
Learn at your own pace with flexible, on-demand content.



Use cases
Understand martech strategies through case studies.



Tools & Libraries
Leverage top platforms and AI tools to drive digital marketing growth.



Sessions with Industry Experts
Gain practical tips from leading industry practioners.



Capstone project
Create a portfolio-ready project that reflects your martech capabilities.



On-campus Immersion
Optional one-day learning experience at MICA.



Quizzes
Reinforce learning with fun, non-graded/graded quizzes.



Discussion boards
Engage with peers for collaborative learning.



Mini projects/ assignments
Apply skills through strategic, graded tasks.



Alumni Status
Join MICA's powerful alumni network.



MICA Certificate
Earn a certification of completion from MICA.

Who is this Programme For

For Visionaries Ready to Lead the AI-Marketing Evolution

This prgramme is designed for professionals navigating the intersection of marketing and technology. As AI and automation redefine the customer journey, leaders must evolve from campaign execution to strategy, and from content creation to systems thinking data analytics. This programme empowers those ready to drive that shift.

Senior Managers and Leaders who are driving digital transformation in their organisations. Whether you're leading teams, influencing business strategy, or delivering high-stakes ROI and CX outcomes, this course equips you with the AI-driven MarTech acumen required to scale impact and performance.

Emerging Leaders and Strategic Marketers who are at the cusp of marketing leadership, this programme builds a strategic foundation in MarTech and AI while deepening tool proficiency. Ideal for those seeking to shift from execution to decision-making roles, it offers the competitive edge to stand out in a rapidly digitising industry.



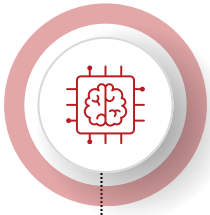
Acquire Skills That Define the Next Generation of Marketing Leaders

As marketing evolves into a technology-driven, AI-powered discipline, leaders must combine strategic thinking with hands-on fluency in tools, data, and automation. The ability to architect customer journeys, optimize campaigns in real time, and leverage AI for insight and personalization is no longer optional—it's a differentiator that sets top performers apart. This programme equips you with the precise mix of strategic and technical capabilities required to drive growth, improve ROI, and lead innovation in an increasingly competitive digital marketplace.

- Master digital channels, metrics, and growth strategies (paid & organic)
- Design and optimize high-ROI performance and email campaigns
- Evaluate and deploy MarTech tools; map AI to marketing workflows
- Plan customer journeys; integrate CRM systems like HubSpot
- Apply segmentation, targeting, personalization, and AI-led orchestration
- Use AI for churn prevention, monetization, and customer support automation
- Make build-vs-buy tech decisions; measure ROI and strategic fit
- Leverage Generative AI for content, creatives, SEO, and personalization
- Apply Agentic AI for autonomous campaign execution and customer engagement
- Automate bidding, budget allocation, and creative optimization
- Use AI-powered analytics for forecasting, pricing, and customer insights
- Explore immersive tech and frontier applications in loyalty, retail, and commerce
- Navigate AI ethics, data protection, and transparency in marketing
- Build an end-to-end AI-powered MarTech architecture

Learning Outcomes

This programme equips participants with the expertise to lead AI-driven transformation across the marketing function. From building end-to-end AI-powered MarTech stacks and applying AI in content, advertising, and analytics, to integrating emerging technologies and making strategic investment decisions—participants will gain the capabilities to deliver performance, lead teams, and drive organisational change in an evolving digital landscape.



Leverage AI in Marketing

Apply Generative and Agentic AI to transform strategies across the marketing value chain.



Build AI-Powered MarTech Stacks

Design full-funnel, AI-driven marketing systems.



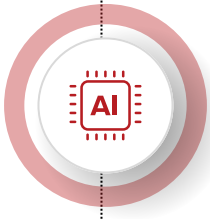
Apply AI Across Marketing Functions

Use AI for content creation, advertising, analytics, and customer experience.



Make Smarter Investments

Evaluate and choose the right MarTech and AI solutions for maximum impact.



Integrate Emerging Tech

Seamlessly connect new AI and MarTech tools with existing systems.



Lead Transformation

Drive departmental change and ensure ethical adoption of AI in marketing.

Programme Modules

PILLAR I
Marketing in the Digital Era

- **Module 1: Overview on Digital Marketing**
  SMM, SEO / SEM, Display Marketing
- **Module 2: Overview on Digital Marketing**
  Performance Marketing, Email Marketing

PILLAR II
Introduction to MarTech and AI

- **Module 3: Marketing technology and impact of AI in marketing**
- **Module 4: Understanding the customer lifecycle**
  Acquisition, activation, engagement, retention. monetization and customer service
  Use Case: Hubspot

PILLAR III
MarTech and Strategy

- **Module 5: Tech, tools, and AI for Programmatic Advertising, STP, Email, Digital Marketing, and Social Media**
  Use Case: FMCD/FMCG
- **Module 6: Tech, tools, and AI in CRM, customer personalisation and experience**
  Use Case: Quick Commerce
- **Module 7: Overview, Tech, tools, and AI in Retention, Monetization and Customer Service**
  Use Case: Banking, BFSI
- **Module 8: Choosing the Martech stack and technology investments**

PILLAR IV
AI, Gen AI and Agentic AI in Marketing

- **Module 9: Generative AI fundamentals, scope in marketing**
- **Module 10: AI in Social Media Marketing, Display marketing**
- **Module 11: AI in SEO/SEM, Google Analytics**

- **Module 12: AI in Email Marketing, Blogs, Push Notification, Messages, Webinars**
- **Module 13: Applications of Generative AI in content creation, website design (Content, Videos, Images, Flyers, Banners GIFs etc.)**
- **MASTERCLASS: Live tool demo on GenAI integration**
- **Module 14: Understanding Agentic AI for Marketing**
- **Module 15: Designing Marketing Agents for Customer Journeys**
- **Module 16: Building Smarter AI Workflows Using Natural Language Prompts**
- **MASTERCLASS: Live tool demo on AgenticAI integration**

PILLAR V
Emerging Technologies in Marketing

- **Module 17: AR/VR/XR and immersive marketing**
- **Module 18: What Marketers Should Know About Emerging Tech**
  From IoT to Blockchain
- **Robots and Drones**
- **Module 19: Impact of technology on privacy and security issues in marketing**

PILLAR VI
AI & Tech-driven marketing strategy

- **Module 20: Holistic marketing strategy and customer journey in the age of Tech and AI**

PILLAR VII
AI in Marketing Communications

- **Module 21: AI-Powered Brand Messaging and Storytelling**
- **Module 22: Dynamic Creative Personalization at Scale**
- **Module 23: Using AI to Target the Right Audience at the Right Time**
- **Module 24: Orchestrating Agentic Campaign Systems**

PILLAR VIII
AI for Smarter Marketing Decisions

- **Module 25: AI for Marketing Insight and Forecasting**
  From Dashboards to Decisions
- **Module 26: Using AI to Set Smart Prices and Make Informed Decisions**
  Use Case: TravelTech

Capstone

Designing a Full-Funnel AI-Powered MarTech Stack across customer acquisition, engagement, retention, and loyalty (learners get to choose their own domain)

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



Harness the Power of Industry-Leading Tools

In this programme, tools aren't just add-ons—they're at the core of how you'll learn to apply MarTech and AI in the real world. You won't be bogged down with learning every technical feature. Instead, you'll master how and when to use these tools—whether it's leveraging Generative AI for high-impact content, applying MarTech platforms for customer engagement, or deploying Agentic AI for autonomous marketing workflows. From ChatGPT and Midjourney to HubSpot, SEMRush, and Optimizely Opal, you'll explore the most relevant technologies for your role—so you can confidently integrate them into strategies that drive performance and ROI.

Generative AI Tools

ChatGPT / Gemini / Grok:
Natural language processing and content generation

Midjourney:
AI image generation from text prompts

Jasper / Copy.ai:
AI-powered copywriting and content creation

Google Veo 3:
Video generation with synchronized audio and visuals

Claude AI:
NLP, content generation

MarTech Tools

Canva:
Graphic design and visual content creation

Salesforce Marketing Cloud:
Marketing automation and CRM



Adobe Experience Cloud (Marketo Engage):
Lead management and email marketing



HubSpot:
Marketing, sales, and service platform



Braze / Iterable:
Cross-channel personalized customer engagement



Google Analytics 4 (GA4):
User behavior analytics across web and apps



Google Ads / Google Marketing Platform (GMP):
Online advertising and campaign management



Meta Business Suite:
Facebook/Instagram ad creation and management



SEMRush:
SEO, content marketing, and competitor analysis



Mailchimp:
Email marketing and automation



Zapier:
Workflow automation and tool integration



WordPress + Plugins:
Website content management and customization



WebEngage:
Customer engagement automation



MoEngage:
AI-powered customer journey and campaign management



Freshchat:
AI-driven customer communication

Agentic AI Tools

Optimizely Opal:
AI assistant for content creation and experimentation

SuperAGI:
Framework for managing autonomous AI agents

Cognosys:
Browser-based autonomous agent task execution

LangChain / LlamaIndex:
Frameworks for building agentic AI systems

Relevance AI:
Managing AI agent teams for scalable human-quality work

Make.com:
AI workflow automation

Note:

- All product and company names mentioned are trademarks or registered trademarks of their respective holders.
- Use does not imply any affiliation or endorsement.
- This session offers a tools overview only.
- The tools and platforms referenced are free versions intended solely for educational or illustrative purposes.
- The tools and platforms mentioned are subject to change and will be finalised prior to the start of the programme.

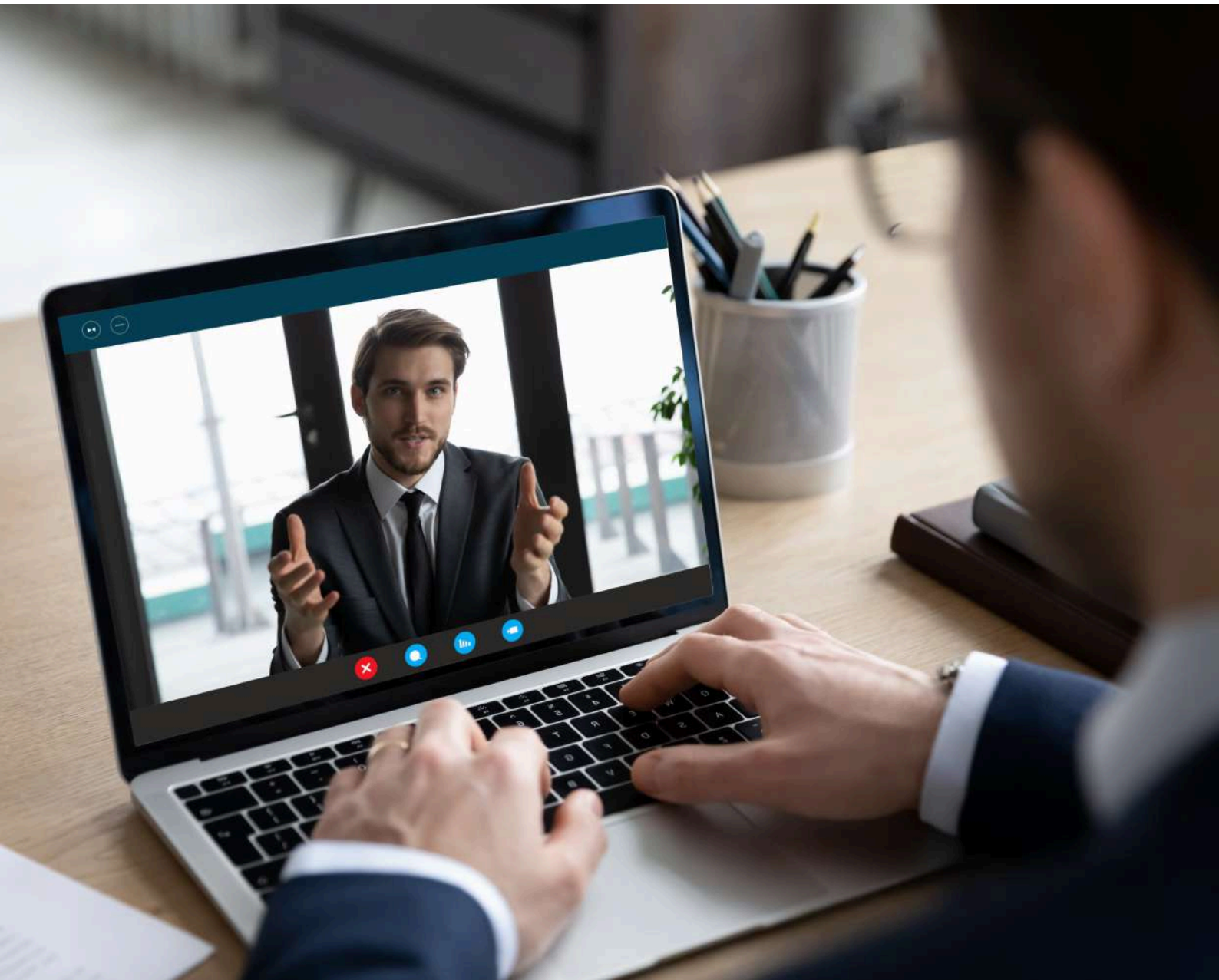


Masterclasses with Subject Matter Experts

Learn directly from industry leaders through interactive live sessions. Expect deep dives into MarTech and AI concepts, real-world case studies, and actionable strategies you can apply immediately.

- **Live GenAI Tool Demonstration:** Watch step-by-step demonstrations of Generative AI tools in action. Expect to see how AI can create content, personalize campaigns, and optimize marketing workflows in real time.

- **Live Agentic AI Tool Demonstration:** Explore the power of Agentic AI with live, guided demos. Expect to learn how autonomous AI agents can manage complex marketing tasks, execute multi-step campaigns, and improve efficiency.



Enhance Your Programme Journey with MICA's Campus Immersion

Participants will have the option to join an in-person campus immersion at MICA, designed to deepen learning and offer first-hand exposure to the institute's academic environment. This on-campus experience provides an opportunity to engage with faculty, interact with peers and gain additional perspective beyond the online sessions.

Notes:

- Schedule: April (3rd or 4th week)
- Fee: INR 5,000 + taxes per participant (one- day immersion)
- Minimum Registrations: The immersion will run only if at least 20 participants register
- Travel & Stay: Travel and accommodation are not included. MICA does not provide on-campus accommodation; participants must make their own arrangements



Programme Director



Prof. Anita Basalingappa

Professor, Strategic Marketing and Associate Dean - Executive Education

Dr Anita Basalingappa holds an MBA in Marketing and a PhD in Customer Relationship Marketing from Karnatak University, Dharwad. She was awarded the D. C. Pavate Fellowship at the Judge Business School, Cambridge University, UK. Her teaching and research focus on Marketing and Branding in the technology-enabled world, and she teaches across PGP, FPM, and Online Programmes at MICA, in addition to visiting appointments at reputed institutions. She currently leads MICA's Online Programmes, contributes to Branding and Digital Marketing programmes, and has held several academic lead roles at MICA. She also serves on institutional boards and committees and has been an Independent Director on invitation.

Programme Faculty



Prof. Rajneesh Pathak

Faculty, MICA

Prof Pathak is the COO at MathLogic and has 26 years of experience across AI, Analytics, Strategy Consulting, AI R&D, and Marketing Analytics. He applies modern AI tools to customer analytics, experimentation, and performance marketing to deliver measurable growth. His Martech sessions provide hands-on AI execution playbooks that drive repeatable impact. A frequent industry speaker, he has been teaching at leading business schools for the last 12 years.

Industry Expert



Deep Kakkad

Co-founder, EquityResearch.ai | Educator & Industry Expert in AI, Marketing, and Growth Strategy

Deep Kakkad is the Co-founder of **EquityResearch.ai,** an AI-powered equity analysis platform that simplifies stock insights through intelligent automation and data-driven evaluation. With a passion for integrating **AI and business strategy,** he has also built tools such as automated trade execution systems and early retirement calculators within the platform.

As a Trainer and Subject Matter Expert at Emeritus, he has delivered over 750 sessions and created courses for leading global universities including Kellogg School of Management, IIM Indore, ISB, NUS, and IIM Kozhikode. His expertise spans digital marketing, entrepreneurship, AI for business, and performance marketing, guiding thousands of professionals and students worldwide.

An **entrepreneur and growth strategist,** he has co-founded ventures like **Fractionally (formerly ProxyCEO)** to help startups scale from idea to revenue, and serves as a **Venture Partner and FinTech evangelist** across multiple firms.

Recognized among **India's Top 30 Game-Changers** and featured by **Entrepreneur.com,** he is also the **co-author of the best-selling book The Growth Hacking Book** and a frequent speaker at international forums including Josh Talks and the University of Toronto.
With his diverse experience across **AI, marketing automation, and startup growth,** Mr. Deep Kakkad brings a powerful blend of innovation and practical expertise to help professionals thrive in the digital-first world.

Testimonial



Lavisha Vig

Marketing Consultant, Infosys

Six months ago, “Agentic AI” sounded like something only engineers should worry about.

Today, I catch myself explaining it to people who ask, “Wait, how did you do that?” That shift is what I’m taking away from **MICA | The School of Ideas’ Executive Programme in MarTech and AI and Deep Kakkad’s** mentorship through it.

Grateful for a course that made AI feel less like a buzzword and more like a business tool.



Dhritiman Bhaumik

The biggest takeaway wasn't a framework, a prompt, or another tool.
It was a shift in perspective. After spending over a decade in advertising, I'd always looked at marketing primarily through the lens of creativity. This programme challenged me to zoom out and see something bigger.

Marketing isn't built in campaigns alone. It's built through interconnected systems of people, technology, data, strategy and experiences. Ironically, the more I learnt about AI, the more I appreciated the timeless role of human curiosity, judgment and creativity. Thank you to the faculty, mentors and peers at MICA Executive Education for broadening the way I think.

Testimonial



Seema D' Das

Client Servicing Director, Basil Global

What stood out about the course: It's built for managers, not engineers, and I was glad about that. But it also meant that I need to apply myself. I've sat in enough meetings where someone signs off on a martech tool nobody in the room has much clarity on. This course helped me build that clarity.

Also turns out a lot of what I thought I understood about AI in marketing, I only understood as a headline.

If you're in marketing and wondering whether it's worth the disruption — take the break. Be a student again.

MICA Executive Alumni Benefits

On successfully completing the programme, participants will be eligible for the MICA Executive Alumni status. Here are the benefits of the same:

Get access to a vibrant community of alumni.

Receive regular updates on MICA's developments.

Get the chance to network with industry leaders.



Certificate

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

Programme Details

Programme fee*	**INR 1,29,500 + GST/ AED 5,766**
Programme start date	**December 22, 2026**

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: Any Graduate (10+2+3) from a recognised university in any discipline.

Application Requirements

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

Important 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 918299133992

This number is available for both calls and WhatsApp.

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

In collaboration with

EMERITUS

