



Assessment and Learning Experience Manual

MICA and upGrad Advanced Certificate in Brand Communication Management

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MICA Assessment Policy

As a general MICA assessment policy, assessments are divided into formative and summative, without overemphasizing on a single assessment. Hence, a variety of assessment formats are planned to mirror the workplace today and global university standards.

- In-module **quizzes** and individual **assignments** assess learners on conceptual clarity.
- Case studies help learners to apply their conceptual knowledge to a real-life scenario.

The academic committee regularly deliberates on the academic structure and the grading elements of the program, and it holds the right to change any components of it. Any changes to the grading elements or the academic structure of the program will be communicated to the learners in advance. It is recommended, however, that participants focus on learning as opposed to solely focusing on assessment scores.

Assessment Structure

Assessment Components and Respective Weights

The Brand Communication Management program comprises **Five Courses** which are further subdivided into modules. Certificates will be issued on completion of all three courses in the program and will be awarded to the learner upon achievement of at least 40% across the program.

Type of Assessment	Subset
Quizzes	Graded MCQs and open-response questions (within the module on the platform)
Case studies	Real-life scenarios based on actual companies; learners will submit their own solutions to the problem stated

The program is divided into the following five courses:

Course	Course weightage in the program	Modules	Weeks	Weight distribution of assessment in each course		
				Quizzes	Case Studies	Attendance - Live sessions
Course 1 - Introduction to Brands and Customers	25%	3	6	35%	60%	5%
Course 2 - Marketing Communications	10%	2	3	35%	60%	5%
Capstone Part A	20%	1	2	100%		
Course 3 - Working in an Agency	25%	3	8	35%	60%	5%
Capstone Part B	20%	1	2	100%		
	100%					

Now, let's take an example to understand this. Let's say that in Course 1, your marks are as given below in the three assessment components (Each component's weightage has been mentioned in brackets.).

2. Quizzes (35%) - 400/600

3. Case Studies (60%) - 800/1000

4. Attendance (5%) - 800/1000

Your final percentage score for that Course will then be calculated as -

$$\{ [0.35*(400/600)] + [0.6*(800/1000)] + [0.05*(800/1000)] \} * 100$$

$$= 0.23 + 0.48 + 0.04 = 75\%$$

As per the calculation given above, let's say that your final percentages across all five courses are as given below (Each course's weightage has been mentioned in brackets.).

1. Course 1 (25%) - 71.25%
2. Course 2 (10%) - 65.35%
3. Capstone Part A (20%) - 82%
4. Course 4 (25%) - 90%
5. Capstone Part B (20%) - 75%

Your overall percentage score for the program will be calculated as follows:

$$(0.25*71.25) + (0.10*65.35) + (0.20*82) + (0.25*90) + (.20*75)$$
$$= 78.24\%$$

Grade Improvement Opportunity (GIO)

We understand that in rare scenarios, due to unforeseen circumstances, one may not be able to meet the above criteria for passing the Program. We do not want such instances to make a learner ineligible for receiving the certificate. In such cases, Learners who score <40% in a course will be given a choice to opt for a **Grade Improvement Opportunity (GIO)** assignment of that particular course to improve their course scores.

- GIO will be decided by the academic committee and will be in the form of an assignment or any other mode of assessment as deemed fit by the Academic Committee.
- Throughout the course of the program, a learner can opt to take up only one GIO.
- The GIO assignment will hold a 60% weightage only (i.e. while other learners will be graded out of 100, the learners who give a GIO assignment will be graded out of 60)
- The GIO assignment score will replace the original score (<40%) achieved by the learner in that course.
- There will be no re-evaluations or extensions or sample solutions given to the learners for GIO assignments.

Code of Conduct

As stated in the Code of Conduct, plagiarism, in any form for any graded individual/group assessment, is not acceptable.



Participants are not allowed to request the final solution or share the solution for any graded question on any platform. Any violation on this count shall result in a zero score for that question or assignment. If a participant violates this count the second time, the MICA academic committee shall decide upon the necessary disciplinary action.

Further, any form of plagiarism and impersonation that includes participants presenting others' work as their own or sharing solutions with each other will not be accepted. The submissions of the learners shall be subjected to random plagiarism checks to ensure compliance.

Learners may also be subjected to viva by industrial experts/upGrad to ensure that the submissions have, in fact, been independently created by the learner. This viva component may or may not have weightage (will be informed in prior). Learners should be available over phone/video calls at the communicated time for the same.

The MICA academic committee has the final authority to decide upon the required disciplinary action in case of plagiarism and impersonation.

Similarly, participant misbehaviour on any online or offline forums will not be accepted, and participants shall face appropriate disciplinary action.

upGrad does not tolerate any form of bullying and/or harassment including but not limited to sexual harassment. If we are notified of any act of harassment committed by a learner towards co-learners or upGrad's representative, such learner shall have to face strict consequences, which shall be taken at the sole discretion of upGrad.

Assessment and Grading Timelines

Assessment submission timelines

The program is structured so that the entire cohort can experience a course together. The participants shall be given ample time to go through the assessments and projects.

A calendar with all module and assignment deadlines for the upcoming course shall be shared with the participants via email and would be visible on the platform calendar before the beginning of that course. **These deadlines for the respective assessments are non-negotiable, except in dire circumstances that shall be at upGrad's discretion to decide.**

If assignments are submitted after these stated deadlines but within one week after the deadline, then they will be graded on 70% of the total marks of the assessment (applicable on quizzes, projects and case studies). This second deadline is also known as the hard deadline. Beyond the hard deadline, the obtained submissions will be graded and given feedback but

will attract a penalty of 100%. Feedback is given so as not to hamper learning, but the marks would be considered zero for all official purposes.

Please note that all the deadlines are in IST (UTC +5.5); hence, if you are in a different time zone, then your deadline may vary according to your local time. For example, if you are in London and are following BST (British Summer Time), which is UTC +1, then the deadline for you in local time would be 7:29:00 PM BST if the deadline in India is 11:59:00 PM IST.

Deadline extension policy

As mentioned earlier, these deadlines are non-negotiable, except under dire circumstances, such as a major health issue and acts of God. In such cases, you may be given an extension of up to 1 week at the sole discretion of upGrad and the university. This means that you can submit your assignment up to one week after the deadline without the 30% penalty. However, no extension shall be given beyond the hard deadline (one week after the deadline), as the solutions are released the very next day. The guidelines for the same are as follows:

1. A learner can avail of a maximum of 2 extensions during the entire program period.
2. No extensions shall be given beyond the hard deadline (one week after the deadline), as solutions are usually released a day after the hard deadline.
3. Learners can avail of an extension on the learning platform. An option of ‘request extension’ is available on all graded modules and assignments. The extension needs to be availed before the grades are published.
4. Learners need to be extremely careful while uploading their submissions on the platform. Any wrong file extension request post the assignment/case study’s first (soft) deadline will attract a penalty of 30% on the revised submission. No wrong file extension requests will be entertained after the second (hard) deadline.

Grading and feedback timelines

Timelines for the release of solutions, grades and feedback for various components are as follows:

Assessment Component	Solution	Grades
Quizzes	Immediately after attempting	Within 2 weeks of the hard deadline
Case studies	Immediately after attempting	Within 2 weeks of the hard deadline

***Hard deadline** refers to the deadline that is one week after the actual deadline during which a 30% penalty is levied on submissions.



Once these scores are available, each participant can access them on their Individual Performance Profile on the platform.

Participants will receive immediate feedback for quizzes. Ideal solutions for assignments will be available for download within one week of the final submission deadline of an assessment. Qualitative feedback will be provided along with the scores only for the assignments.

Guidelines for Re-Evaluation

1. The re-evaluation request (if any) should be submitted within 3 days of the declaration of the results. For example, if results were declared on 13/08/2021, then the requests for re-evaluation made until 16/08/2021 (end of the day) will be considered. However, we shall not provide any answers to the questions from the test.
2. Learners will be able to request a re-evaluation of the learning platform itself.
3. A learner may request for re-evaluation of his/her assignment, claiming a discrepancy of marks (when compared with the ideal solution). In such cases, the learner should clearly point out the specific portion (Q. No.) of the assignment that is required to be re-evaluated, plus remarks regarding the claimed discrepancy. Requests that do not have all this information or are extremely generic/vague in nature will be flagged as invalid and not be considered. **Note: If the claim for discrepancy of marks holds invalid, the learner will be awarded a penalty of 15% (of the total points).**
4. A re-evaluation request claiming discrepancy of marks (when compared with other learner's graded assignments) is highly discouraged and will **not** be considered for re-evaluation. **Note: If any such requests are made, the learner will be awarded a penalty of 15% of the total points.**
5. A re-evaluation request of an assignment after the above-mentioned timeline will not be considered and is highly discouraged.
6. All re-evaluation requests will be responded to within 2 weeks after the re-evaluation deadline.

Class Participation - Discussion Forum Process

The Discussion Forum is designed for participants to help create a strong learning community. Participants are encouraged to respond to peer questions, as it will also help reinforce their learning.

Participants are requested to post only academic questions on the Discussion Forum. Teaching associates (TAs) will respond only to questions directly related to the program content and assessments. They will either verify participant answers or respond within 24 hours of the question being posted.

Faculty and TAs will not take any action on general posts that are meant to facilitate discussion among peers. **Inappropriate posts that are of no learning value will be deleted.**

Since there are no marks for Discussion Forum interaction, the learners are advised to make the most of the platform by posting program-relevant questions and helping their peers by trying to answer their questions. **Please do not copy-paste answers from a website. Also, sharing the source link is mandatory while answering a question.**

Please go through the community guidelines that have been shared with you already. Any attempts to misuse the scoring mechanism will be penalised.

upGrad Slack Policies

- Friendly, Harassment free language to be used. Offensive language or any form of inappropriate behaviour must be avoided.
- Use Appropriate Language. Please avoid posting personal attacks, threats, profanity, or sexually explicit language in your activities within the community.
- Avoid repeated messages, unrequested direct messages, repeated direct messages and repeated tagging.
- Set Response expectations in the channel if you are working within international timelines.
- We believe that good content is:
 - Clear - straight forward and easy to understand.
 - Useful - Our comms should be learners-first. For every communication piece, we must ask - What purpose does this serve? Who is going to read it? What do they need to know?
 - Friendly - We can be informal, but not inappropriate and never snobbish.
 - Consistent - Similar experience in marketing, sales and product
 - Appropriate - While we use offbeat humour and a conversational voice to write empowering content, however, we value clarity over entertainment. We adapt our tone depending on who we're writing to and what we're writing about.
- Voice and tone: We put ourselves in the shoes of a learner, and write as a mentor would have written to us.
- Rule of Thumb:
 - a. Avoid gendered language and use the singular "they
 - b. Use active voice and positive language.
 - c. Use short words and sentences.
 - d. Avoid unnecessary modifiers.
 - e. Use specific examples.
 - f. Avoid vague language.
 - g. Be consistent.

How to make Slack Community engaging:

- Ask questions — be sure to ask folk for help or advice.
- Help others by answering questions posted by other members.
- Ask for feedback on something you're working on — any idea, marketing plan.
- Thank folks who take the time to reply to their ideas/giving thoughts and feedback.



- Say hello to new members and welcome them into the community. Have a positive attitude — be friendly, helpful, and encouraging.
- Help people find information fast. Members can spend hours searching for information. Pinning key information to the top of channels enhances productivity.

Faculty and Industry Live Lectures

As part of the program’s main pedagogy, all participants can expect access to 25 live sessions in the program, which will be delivered by a mix of industry professionals and academicians. However, the mix can vary by course. The details about these live sessions will be updated on the participant calendar on the platform or informed via email. These live sessions are an integral part of the overall learning experience. The minimum attendance requirement is 60%.

As an incentive to perform well in the program, additional delight elements will be provided to top performers of select assessment components or to participants who complete modules and submit assignments by recommended deadlines.

Student Support Guidelines

Your upGrad buddy will help personalize your learning experience by periodically engaging with you to ensure you are on track with upcoming deadlines, offer guidance, resolve non-academic queries, and lend a helping hand wherever required. However, in case you need to approach us, please contact our Student Support is available 7 days a week, 24*7. You can write to us via studentsupport@upgrad.com Or for urgent queries, use the "Talk to Us" option on the Learn platform

Though your upGrad buddy along with a gamut of multiple teams will be there to hand-hold you to excel in the program, your commitment to the program is of utmost importance and we suggest you imbibe the program schedule in your day to day life. For any help/mentoring required in planning your time better, please do not hesitate to connect with the student support team.

Escalation Matrix

In case the student support team is unable to provide you with a resolution to the issue within a TAT of 24hrs and you even do not receive an ETA on the same, please make use of the escalation matrix mentioned below. Based on the kind of queries, three levels have been defined in the Escalation Matrix as follows:

Type of Query	Point of Contact
Non Academic Queries (for ex. live sessions, program related queries)	Your upGrad buddy
Content Related Issues/Queries (If you have any issues/queries regarding	Click "Report an Error" button on the bottom-left-corner of the session page

the content in a session)	
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Refund Policy

1. Once the program starts, the student shall not be eligible for any refund of the fee paid towards the Program under any circumstances.
2. The student needs to complete the Base Program, to continue with the specialisation course. However, the student shall not be eligible for any refund, at any stage i.e. during the base program or specialization course once the Program starts.
3. There shall be no refund under any circumstances for the student who has completed the Base Program but is not willing to continue with the specialisation course.
4. If the student has chosen to do more than one specialisation course at the time of enrolment, such student shall not be eligible for any refund if such learner is not willing to continue with further specialisation course.

Deferral Policy

1. If a learner is facing severe issues in dedicating time to the course, we provide the opportunity for the learner to defer to another batch.
2. A learner can request for deferral **only once** and to either of the next 4 scheduled cohorts of the same program.
3. The learner will be required to pay a deferral fee of 10% of the total course amount fee + taxes, if any, along with the differential program fees between the two cohorts. Please note that the deferral fee is irrespective of the discount/scholarship a learner would have received.
4. The deferral request will be approved once the deferral fee is paid. Until this is completed, the learner will be assumed to be continuing in the same cohort.
5. The learner has 7 days (including holidays and weekends) from the date of deferral request to make the payment of the deferral fee post which the deferral request will expire, and the learner will continue as part of the current cohort.
6. The deferred learner will start learning on the new cohort from the point of leaving the deferred cohort. If, however, the deferral request is raised before the issue of login, 10% deferral fees will not be charged, and the learner will be deferred to the next scheduled cohort. A learner will not be allowed to defer if they are failing or bound to fail in a course. Since all grades until the time of deferral are carried to the batch they are deferring to, deferring will not facilitate one in passing the program.
7. If the learner completes the deferral payment, the learner's login will be disabled, and the learner will leave the deferred cohort and will start learning in the new cohort post the last course that was graded in the deferred cohort. All grades and progress until that course will be carried forward as it is to the new cohort. For clarification, the grades of the graded courses will be carried forward.
8. The deferral can only be requested during the batch for which the learner has enrolled is ongoing. Once the batch has been completed, deferral requests shall not be entertained. For clarification, the batch completion here shall mean the 'last grace deadline' as communicated by upGrad.