



BBA IN DIGITAL MARKETING

3 year under graduate degree program under Maulana Abul
Kalam Azad University of Technology (MAKAUT)



www.ilead.net.in



It is expected that India will have almost 970 million internet users by 2025. With almost every single business opting for an online presence now, the scope in the field of digital marketing is becoming huge. As personalization is becoming the key to marketing success, data driven digital platforms are being preferred more by organizations. Almost 4.41 billion people are expected to be on social media by 2025 and this will give further boost to internet and social media marketing. Hence, a career in digital marketing in the new era will be as exciting and lucrative as it can be.

Why Digital Marketing?

- The digital marketing career scope will be worth \$160 billion by 2025 in India
- Mobile advertising may witness a growth of 25.4% CAGR
- Circulation of digital newspapers are expected to rise to \$186 million
- As per PwC, by 2025, India is going to be the fastest growing internet advertising market globally



Advantages of Studying at iLEAD

- It is the **4th Best Media School in India** as per KPMG
- iLEAD is also recognized as the **Best Entrepreneurship Development Program Institute** at the Sankalp Awards 2019
- iLEAD has its own film production vertical known as iLEAD Films which has already produced the Hindi commercial film 'Before You Die.' Students of iLEAD also get opportunity to work in iLEAD Films' projects as key crew members.
- High-end equipment and upgraded chroma studio and audio studio for your projects
- Top ranking experts from film and media industry as guest and adjunct faculty.
- iLEAD's own film and production units ensure hands-on experience from Day 1
- Your own creations can be showcased to worldwide audience through www.iLEADTV.com
- **100 hours** of exclusive job oriented practical training in the industry for the students will be provided. 50 hours of the program will include **Personality Development classes & any one short-term course on either Event Management, Photography, Digital Marketing, Design, Editing and one Foreign Language FREE OF COST (Beginners Level Only).** And another 50 hours to include **industry-oriented training program** in order to make students job ready. The training will include internships, field trips and more.
- To provide students with a more holistic learning experience, iLEAD would provide **40 hours** of certificate course in specialization areas like **HR / MARKETING / FINANCE**. Students can enroll in any one of the specialization courses during their final year. This addition would add more value to their degree program and help the students earn proficiency in the specialization area of their choice.
- 1,20,000+ popular, rare and unique books in the library, 20+ journals and periodicals
- Around 5,000 audio visual content and very large digital library
- Opportunities for internships and networking
- Merit Based Scholarships
- 'Earn While You Learn' Opportunities
- 100% Placement Assistance



Career Prospects |

- Content Manager
- Digital Account Manager
- CRM Manager
- Content Writer
- Copywriter
- PPC Search Manager
- Social Media Manager
- Digital Marketing Manager
- Analytics Manager
- Marketing Executive and more

Highlights from the Curriculum |

- Business Research Methods
- Advertising and Brand Marketing
- Digital Marketing and Content Development
- Integrated Marketing Communication
- R /Python Fundamentals and more



Eligibility |

- Minimum 50% marks or above in Higher Secondary or equivalent examination (CBSE, ISC, A Levels or any other equivalent Board examination) with English as a compulsory subject are preferred
- Students who are due to appear for Class XII final exams/awaiting results may be given provisional admission depending on their Group Discussion and Personal Interview Scores.

Scholarships you can avail |

Merit Based Scholarship Available

For more details, contact our counselors at 9163155555

EMI facility

For New Students -

10 EMIs @ 3.65% Interest

8 EMIs @ 3% Interest

6 EMIs @ 2.5% Interest

Educational Loan Partner - **HDFC** and **IDFC First Bank**

Placements and Internships |

The best of companies has participated in on/off campus placements, offering excellent career opportunities to iLEAD students. Starting from mass media and manufacturing sectors, financial sectors to pharmaceutical firms, our students are everywhere.

iLEAD also provides pre-placement training programs so that our students can achieve their aim easily. iLEAD offers exclusive Summer Internship Programs for the Post Graduate and Under Graduate students in their final year. We believe these internship programs also attract an overwhelming response from the corporate world.



Kathakali Mondal
BBA (2020 - 2023)
Org : Ernst & Young Merchant
Banking Services Pvt Ltd



Chandrima Barik
BBA (2020 - 2023)
Org : PlanetSpark



Mahvish Ali
BBA (2020 - 2023)
Org : PS Group



Avinash Sureka
BBA (2020 - 2023)
Org : ITC



Debotrika Mallick
BBA (2019 - 2022)
Org : TATA MOTORS



Aakash Rasaily
BBA (2020 - 2023)
Org : Viral Fission



Rajdwip Dey
BBA (2020 - 2023)
Org : TCS



Labani Manna
BBA (2021 - 2024)
Org : SOTC

Placement Partners |



AXIS BANK



BYJU'S



DIAGEO INDIA



DOFF ESTATES



ERNST & YOUNG



ESAF SMALL FINANCE BANK



GODREJ PROPERTIES



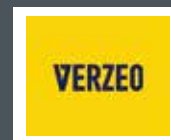
PS GROUP



RELIANCE RETAIL



TATA CONSULTANCY SERVICES



VERZEO



XL DYNAMICS

Earn While You Learn Scheme at iLEAD |

iLEAD offers a combination of studies and paid work. This helps the students to gather experience. It is a motivational factor added to the syllabus and is an opportunity for the students to gather firsthand experience via paid work through iLEAD. Some of our present students under the 'earn while you learn' scheme are as follows -



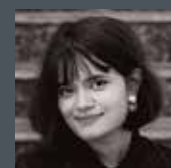
Shivam Makhija
(2020-2023)



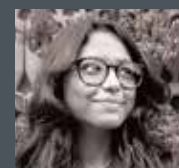
Anupa Bagchi
(2021-2024)



Deepsikha Deb
(2021-2024)



Aiema Tauheed
(2021-2024)



Trina Mukherjee
(2021-2024)

Fee Structure |

Registration Amount- 50,000/-

Semester	Fees
First Semester	₹1,25,500(Admission fees & 1st Semester Fee)
Second Semester	₹47,000
Third Semester	₹47,000
Fourth Semester	₹47,000
Fifth Semester	₹47,000
Sixth Semester	₹47,000
Total Fees	₹4, 10,500

Admission Procedure |

Candidates are to apply directly on college website (www.ilead.net.in) by online process for admission or visit the college premise.



Global Connect

iLEAD also has collaborations with 16+ international universities including the Colvin Institute of Real Estate Development, USA. We have signed MOUs (Memorandum of Understanding) with numerous institutes and universities from around the world.



COLVIN INSTITUTE,
UNIVERSITY OF MARYLAND



YUNNAN NORMAL UNIVERSITY
KUNMING, CHINA



CORPORATE UNIVERSITY
GERMANY



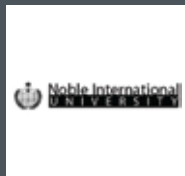
TENNESSEE STATE UNIVERSITY,
NASHVILLE, USA



UNIVERSITY OF DHAKA
BANGLADESH



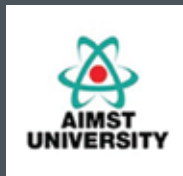
CAPITAL UNIVERSITY
OHIO, USA



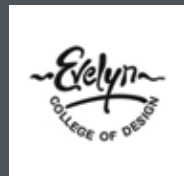
NOBLE INSTITUTION
TORONTO, CANADA



COLEMAN COLLEGE
SINGAPORE



AIMST UNIVERSITY
KEDAH, MALAYSIA



EVELYN COLLEGE OF DESIGN
KENYA, AFRICA



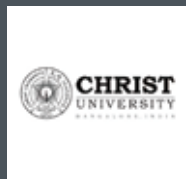
KATHMANDU UNIVERSITY
NEPAL



KASEM BUNDIR UNIVERSITY
BANGKOK, THAILAND



BHUTAN MEDIA &
COMMUNICATIONS INSTITUTE
THIMPHU, BHUTAN



CHRIST UNIVERSITY
BANGALORE, INDIA



JAIN VISHVA BHARATI INSTITUTE
LADNUN, RAJASTHAN



GAEDDU COLLEGE OF
BUSINESS STUDIES
GEDU, BHUTAN



LINCOLN UNIVERSITY
COLLEGE, MALAYSIA



LAW AND MANAGEMENT
BUSINESS SCHOOL
PORT LOUIS, MAURITIUS

Faculty



Mr. Pradip Chopra, Chairman
Years of Experience - 31



Dr. Soumen Chatterjee, Principal
Years of Experience - 25



Dr. Ishita Dutta Roy
Years of Experience - 21



Dr. Nilanjan Ray
Years of Experience - 18



Mr. Aniruddha Kundu
Years of Experience - 11



Mr. Subhadeep Das
Years of Experience - 8



Dr. Priyanka Jaiswal
Years of Experience - 8



Mr. Sourav Kumar Das
Years of Experience - 8



Ms. Pampa Sarkar
Years of Experience - 14



Ms. Urmimala Dey Chakraborty
Years of Experience - 10

About iLEAD |

The Institute of Leadership, Entrepreneurship and Development (iLEAD) is rated as the 4th Best Media School in the country by KPMG, adjudged College of The Year in t2 Festopolis 2017, the Best Co Curricular Activity College at Gurukul Awards 2017, Best Entrepreneurship Development Program Institute at the Sankalp Education Awards 2019. iLEAD is affiliated to Maulana Abul Kalam Azad University of Technology, the biggest university of the West Bengal, India. It also has collaborations with 16+ international universities.

We offer degree courses in media, management, design, technology, allied health, tourism and other professional studies both at the undergraduate and postgraduate levels. These courses are designed to make students industry ready to cater to the growing demand of skilled professionals in the respective sectors.

Life at iLEAD |



Annual Awards



Convocation Ceremony



Dandiya Night 2023



Sports Event at Managedia



Cricket Tournament 2023



Fitness Event 2023



Farewell



Flashmob by iLEAD Students



Cultural Program at Managedia



113J, Matheswartola Road, Topsia,
Near Vishwakarma Building, Kolkata 700046
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E : info@ilead.net.in W : www.ilead.net.in