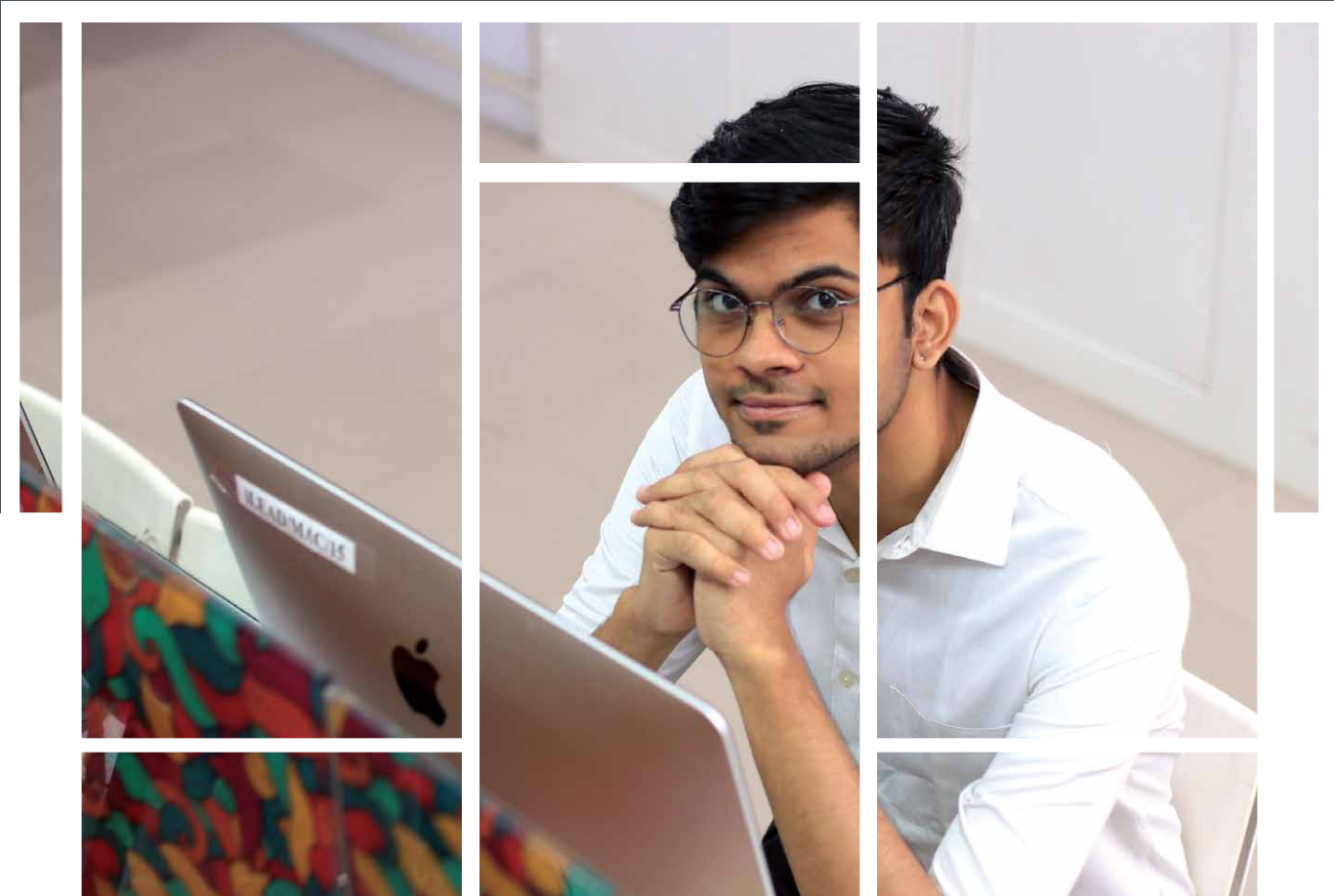




Affiliated to



BBA IN DIGITAL MARKETING

4 year undergraduate degree program affiliated to Maulana
Abul Kalam Azad University of Technology (MAKAUT)



It is expected that India will have almost 970 million internet users by 2025. With almost every single business opting for 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.

The iLEAD School of Business offers a diverse array of professional management courses tailored to nurture young minds and equip them with practical industry knowledge.

Our degree course of BBA in Digital Marketing will equip you in the best possible manner for the digital marketing sector.

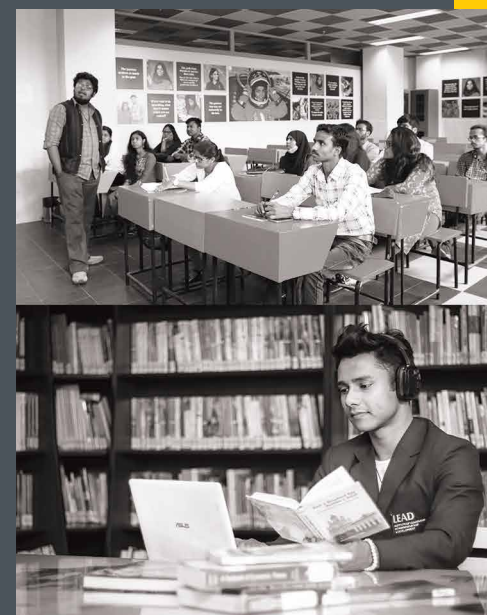
Why Digital Marketing?

- 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 is 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 |

- Winner of HRD India Awards 2023 in association with The Economic Times for Excellence in Academia.
- 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, industrial visits and more.
- 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



HRD India Awards:



iLEAD received the 'Excellence in Academia' Award at HRD India Awards 2023 in association with The Economic Times.

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 will have to appear for GD and PI at iLEAD. However, they will get admission on clearance of the CET Examination only. Also, all the Academic Credentials of the student need to be approved by the University.

Scholarship you can avail |

Merit Based Scholarship Available

For more details, contact our counselors at +91 91631 55555

Educational Loan Partner - HDFC & SBI



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 |

- Digital Marketing
- Digital Business Strategy
- Social Media Marketing
- Integrated Marketing
Communication
- Web Design and Development
- Business Analytics using R/Python
- SEM and SEO



Draupnir Capital Incubation Centre at iLEAD

iLEAD has partnered with Draupnir Capital, a premier private equity advisory firm dedicated to empowering young startups, to launch the Draupnir Capital Incubation Centre at iLEAD.

Draupnir Capital Incubation Centre at iLEAD is exclusively focused on our very own iLEAD students, graduates and alumni, ensuring they receive unparalleled support – be it resources, capital, intellectual property, or administrative guidance.

We've also joined forces with the State Bank of India, amplifying the support network for our budding visionaries. This strategic alliance among iLEAD, Draupnir Capital and the State Bank of India promises a transformative impact on the entrepreneurial landscape.



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 sector, financial sector 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



Pallabi Chakraborty
BBA (2021 - 2024)
Org : Airtel



Sajid Naushad
BBA (2020 - 2024)
Org : Planet Spark



Avinash Sureka
BBA (2020 - 2023)
Org : ITC



Eshita Deb
BBA (2020 - 2024)
Org : Planet Spark



Sakshi Chowdhury
BBA (2021 - 2024)
Org : Adani Group



Rajdwip Dey
BBA (2020 - 2023)
Org : TCS



Labani Manna
BBA (2021 - 2024)
Org : SOTC

Key Partners |



AIRTEL



ADANI AHVL



EVEREST



PLANET SPARK



ZOLO STAYS



THE RAJBARI BAWALI



NAVKRIT BRAND SOLUTIONS



PS GROUP



ITC



LIFE DIGITAL SOLUTIONS



LUX INDUSTRIES



INCFROG

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 first-hand experience via paid work through iLEAD. Some of our students under the 'earn while you learn' scheme are as follows -



Shivam Makhija
(2020-2023)



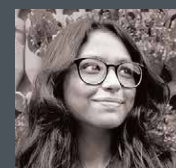
Anupa Bagchi
(2021-2024)



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
Seventh Semester	₹47,000
Eighth Semester	₹47,000
Total Fees	₹5,04,500

Admission Procedure |

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



Panel Discussion on Digital Marketing with Mr. Dwaipayan Chakraborty (Senior Director, Mindshare), Mr. Sumit Agarwal (Linkedin Top Voice), Mr. Rishav Sadhu (Co-Founder at Webingo), Mr. Angshuman Sett (Founder and CEO, NIHT) and Mr. Tejas Bagri (Moderator)



Session with Mr. Tejas Bagri (Strategy Builder and Customer Relationship Manager at Adamas University)



Session on Digital Marketing with Mr. Sunando Banerjee (COO at Anonymous Digital, Co-Founder of Hanglaatherium, Bongmade, Foodka, Teacher, Speaker, and Brand Consultant)



Mr. Indrajit Lahiri (Co-Founder, Foodka), at iLEAD for a Session on Digital Marketing



Workshop with Mr. Shubham Paul (Photographer, Cinematographer and Teacher), on different tools to create digital content



Visit to Rotaract Bhawan for a Session on Digital Marketing and Blockchain Technology

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



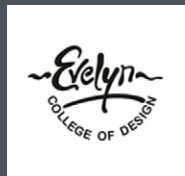
NOBLE INSTITUTION
TORONTO, CANADA



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 - 50



Dr. Soumen Chatterjee,
Principal
Years of Experience - 26



Dr. Ishita Dutta Roy,
Vice-Principal
Years of Experience - 22



Dr. Priyanka Jaiswal
HOD
Years of Experience - 9



Mr. Aniruddha Kundu
Years of Experience - 12



Ms. Pampa Sarkar
Years of Experience - 15



Mr. Sourav Kumar Das
Years of Experience - 9



Dr. Archita Chatterjee
Years of Experience - 15



Ms. Piyali Chatterjee
Years of Experience - 14



Mr. Debashis Roy
Years of Experience - 8

About iLEAD |

The Institute of Leadership, Entrepreneurship and Development (iLEAD) is a world-class premier institute based in Kolkata. We offer degree courses in media, management, design, technology, allied health, tourism and other professional studies both at the undergraduate and postgraduate levels under the iLEAD School of Business, iLEAD School of Creativity and iLEAD School of Science and Technology. Recognised with Excellence in Academia Award in HRD India Awards 2023 in association with The Economic Times, awarded with the Best Media and Mass Communication Institute at Gurukul Awards 2023, rated as the 4th Best Media School in India by KPMG, recognized by the ASSOCHAM Education Excellence Awards for endeavor to become visible in certain SAARC countries, adjudged College of The Year in t2 Festopolis, the Best Co-Curricular Activity College at Gurukul Awards, Best Entrepreneurship Development Program Institute at the Sankalp Education Awards, iLEAD, is affiliated to Maulana Abul Kalam Azad University of Technology with 16+ international university collaborations.

Life at iLEAD |



Annual Awards 2023



Convocation 2023



Diwali



Sports Event at Managedia



Cricket Tournament



Fitness Event



Farewell 2023



Flashmob by iLEAD Students



Cultural Program at Managedia



113J, Matheswartola Road, Topsia,
Near Vishwakarma Building, Kolkata 700046
P : +91.33.40182000/02 M : +91.91631 55555
E : info@ilead.net.in W : www.ilead.net.in