



Affiliated to



BBA IN DIGITAL MARKETING

From Classroom to Clicks – Shape Your Digital Future Here!

4-Year Undergraduate Program at iLEAD Affiliated to
Maulana Abul Kalam Azad University of Technology (MAKAUT)



www.ilead.net.in



The digital world is evolving at lightning speed, and guess what? India is riding the wave with almost 970 million internet users by 2025! Every business is jostling to grab a spot online, and the demand for digital marketing pros is soaring. Personalization is the new king, and platforms that gather data are making marketers' dreams come true. By 2025, 4.41 billion people are expected to be on social media, giving a colossal boost to social media and internet marketing. So, if you're into tech, trends, and making a real impact, this career path is not just appealing—it's lucrative.

At iLEAD School of Business, we're all about shaping the next-gen leaders of the digital world. Our BBA in Digital Marketing is your ticket to mastering the latest tools, skills, and strategies that will put you ahead of the game. Get ready to release your potential and become a game-changer in this fast-paced industry.

Why Pursue Digital Marketing?

- The digital marketing landscape in India will be worth a massive \$160 billion by 2025.
- Mobile advertising is expected to grow at a 25.4% CAGR, making it a flashpoint for marketers.
- Digital newspapers will witness a tremendous surge, reaching an estimated \$186 million.
- By 2025, India is set to lead the world in growing internet advertising markets, according to PwC.
- Influencer marketing is predicted to skyrocket ₹2,200 crore by 2025.
- The digital marketing sector could create 65 million jobs by 2025.



Advantages of Studying at iLEAD |

- Winner of **HRD India Awards 2023** in association with The Economic Times for Excellence in Academia.
- iLEAD has been Honoured with the **Stanford Seed Transformation** Program Certificate in 2024.
- 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 digital marketing industry as guest and adjunct faculty.
- iLEAD's own digital marketing unit ensures hands-on experience from Day 1.
- Your own creations can be showcased to worldwide audience through www.iLEADTV.com.
- 1,20,000+ popular, rare and unique books in the library, 20+ journals and periodicals.
- Around 5,000 audio visual content and a huge digital library.
- Opportunities for internships and networking.
- Merit-based scholarships.
- 100% placement assistance.



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 Scholarships Available*

For more details, contact our counselors at
+91 91631 22222

Educational Loan Partner - **HDFC & SBI**



**Conditions Applied*

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

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 has introduced the Seed Spark in collaboration with Stanford Seed for entrepreneurs in the early traction stage

Draupnir Capital Incubation Centre at iLEAD:

iLEAD, in partnership with Draupnir Capital, launched the Draupnir Capital Incubation Centre to uplift iLEAD students, graduates, and alumni with resources, capital, and guidance. With support from the State Bank of India, this initiative is dedicated to empowering young startups and transforming the entrepreneurial landscape.

Seed Spark Program by Stanford Seed:

Unlock your startup's potential with Stanford Seed's comprehensive five-month online entrepreneurship program. Designed to empower budding entrepreneurs, the program offers an approach to refining business strategies and igniting innovation for exceptional growth.

Shape your journey toward business brilliance with the Stanford Seed Spark program and fuel your startup's success.



HRD India Awards

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

Stanford Seed

iLEAD has successfully completed the 11 month Stanford Seed Transformation Program and is now a certified Seed Company



Placements and Internships |

The best of companies have 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 Undergraduate 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



Pallabi Chakraborty
BBA (2021-2024)
Org : Airtel



Avinash Sureka
BBA (2020 - 2023)
Org : ITC



Arijya Mitra
BBA (2020 - 2023)
Org : Airtel



Rajdew Dey
BBA (2020 - 2023)
Org : TCS



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



Dishani Mitra
BBA (2021-2024)
Org : British Telecom



Eshita Deb
BBA (2020-2023)
Org : Planet Spark

Key Partners |



AIRTEL



ADANI AHVL



EVEREST INDUSTRIES



BRITISH TELECOM



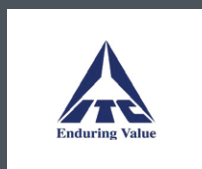
SONY INDIA



TATA STEEL



ZOMATO



ITC



LIFE DIGITAL SOLUTIONS



LUX INDUSTRIES



PS GROUP



INCFROG



TCS



ERNST & YOUNG



ACCENTURE



GODREJ PROPERTIES



AXIS BANK



RELIANCE RETAIL



NAVAL TATA HOCKEY ACADEMY



LENDEN CLUB



KOLKATA THUNDERBOLTS



NAVKRIT BRAND SOLUTIONS



PLANET SPARK



ZOLO STAYS

Workshops & Industrial Visits



Session on Digital Marketing Mr. Mitul Das (CEO, UrsDigitally), Mr. Kaustav Mukherjee (Managing Partner, Platform Play Venture), Ms. Luna Chatterjee (Social Media Influencer), Mr. Aji Mathew (CEO & Co-founder, TechShu & DMU), and Ms. Priyanka Talukdar (Creative Director, The QA)



Session on Entrepreneurship with Mr. Abhishek Rungta (Founder and CEO, INT), Mr. Abhishek Modi (Managing Partner at Shiva Engineering & Vice President at Stanford Seed, South Asia), Mr. Sidharth Pansari (Director of Primarc and President, CREDAI Bengal) along with Mr. Samarjit Guha (Director, Future Hope) as the moderator



Ms. Rowan Ainsworth (Australian Consul-General, Kolkata), and Ms. Sumana Banerjee (Project Manager for UK Research and Innovation-Global Challenges Research Fund) at iLEAD on World Tourism Day 2023



Industrial Visit to Coca-Cola Factory



Workshop with Ms. Ruchika Dhamija (Veteran in the Digital Marketing and Technology Sector)



Workshop with Mr. Aswini Bajaj, CEO, Leveraged Growth



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



Industrial Visit to Mio Amore Factory



Workshop on Digital Marketing with Mr. Shubham Paul (Faculty of Media Science, Photographer & Cinematographer)



Session with Mr. Tejas Bagri (Customer Service Enthusiast, a Strategy Builder, and is Currently Working as a Customer Relationship Management Manager at Adamas University)

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



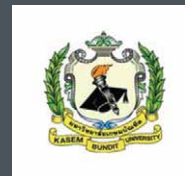
AIMST UNIVERSITY
KEDAH, MALAYSIA



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

Premium Infrastructure



Smart Classrooms



Fountainhead: iLEAD Library



Astro Turf: Rooftop Playground



iFEEL Fitness: Gymnasium

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. iLEAD got honored with the prestigious Stanford Seed Transformation Program Certificate. iLEAD is conferred the award for Excellent Leadership – Graphic & Animation Design School (Silver Category) at the Edutainment Awards 2024 and recognized with the 'gold' position under the category of 'Excellence in Green Tech Sustainable Practices' at the Economic Times TechEdu India Awards 2024.

iLEAD is also recognized with Excellence in Academia Award in HRD India Awards 2023 in association with The Economic Times and awarded with the Best Media and Mass Communication Institute at Gurukul Awards 2023. We are 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, and the Best Entrepreneurship Development Program Institute at the Sankalp Education Awards.

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Life at iLEAD |



Annual Awards 2024



Convocation 2024



Jashn-E-Roshan 2024



Football Tournament 2024



Cricket Tournament



Fitness Event



Farewell 2024



Flashmob by iLEAD Students



Managedia 2024



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