



AFFILIATED TO



B.B.A IN DIGITAL



WHERE IDEA MEETS ANALYTICS

4 Years UG Degree Program MAKAUT affiliated BBA Programme

AI-Powered Marketing Tools 100% Placement Assistance

Learn SEO, SMO, E Commerce, Python, and more





Welcome to

iLEAD

iLead is one of the leading institution for BBA in digital marketing in Kolkata. It is known for its industry-based teaching approach and strong focus on building students' careers. iLead tends to bridge the gap between academic learning and real-world application, making students ready for real-world challenges in their chosen career.



Smart Learning With AI

As AI is changing the traditional work environment, iLead is not behind. iLead uses AI in its teaching methods to increase the learning outcomes and make students industry-ready. Some benefits are:

- ✓ AI-based research, analysis and campaign planning tools.
- ✓ Smart content creation for SEO and SMO.
- ✓ Quick and easy optimisation technique for Google Analytics.
- ✓ Improved productivity, problem-solving and strategic thinking in social media marketing.

Our Leadership



Our students don't just leave with degrees—they leave with a sense of purpose, a spirit of entrepreneurship, and a passion to make a difference. That is what employers see, and that is what sets them apart.

Pradip Chopra
Chairman, iLEAD



We foster a spirit of entrepreneurship and transformation at iLEAD. Our students are not just job-seekers—they are change-makers equipped to create opportunities and lead impactful careers.

Pragya Chopra
Executive Director, iLEAD



Build Your Career in Digital Marketing

Digital marketing is the practice of promoting brands, products and services over online platforms like search engines, social media, emails and digital channels. As businesses are increasingly shifting to online platforms, the need for skilled digital marketing professionals continues to grow.

This field offers a unique blend of creativity, strategy, and data-driven decision-making. Students can work on real-world campaigns, create engaging content, analyse consumer behaviour, and drive measurable business results. With multiple specialisations such as social media, SEO, performance marketing, content strategy, and analytics, digital marketing allows individuals to shape careers that match their interests and strengths.

Your Advantage in Digital Marketing

- ✔ Digital marketing is expanding with expected 70% growth by 2026.
- ✔ Every brand, organisation and startups require digital marketers.
- ✔ Opportunity to work with global brands.
- ✔ Growing demand for AI-based digital marketing skills
- ✔ Good for entrepreneurs and freelancers



Industry-Ready Infrastructure for Digital Marketing

iLEAD offers a modern, technology-enabled campus designed to support creative learning, practical training, and student well-being. Every space is designed to encourage innovation, collaboration and experience across multiple disciplines.

Inside the iLEAD's Campus

- ✔ Smart classrooms with digital teaching and audio-visual systems
- ✔ Media, animation, and digital marketing labs with high-performance systems
- ✔ Chroma studios, audio studios, and content creation facilities
- ✔ High-end computing systems with industry-standard software
- ✔ Collaboration zones and creative workspaces for team-based learning



Excellence You Can Count On

- ✔ Collaboration with Stanford Seed
- ✔ Excellence in Academia Awards at HRD India Awards 2023
- ✔ 52,780+ Hours of Teaching Experience
- ✔ 120,000+ Books in Library
- ✔ 200+ Awards & Recognitions





Let's Use **A**ski **I**ntelligence

Learn how to use AI as a smart marketing ally without replacing human insight or originality.

- ✔ Plan and optimize social media campaigns using AI tools.
- ✔ Improve SEO and SEM strategies through data-driven insights.
- ✔ Design and automate content marketing and email campaigns.
- ✔ Analyze customer behavior with Google Analytics and CRM platforms.
- ✔ Manage lead generation and marketing automation using HubSpot, and Adobe Experience Cloud.
- ✔ Track campaign performance and make strategic decisions with real-time dashboards.



Where This Degree Can Take You

A BBA degree in digital marketing can open doors to multiple exciting job opportunities for you. From managing brands' presence online to driving sales through digital marketing campaigns, the scope is immense.

Career Opportunities

- ✔ Digital Marketing Executive
- ✔ Social Media Manager
- ✔ SEO / SEM Specialist
- ✔ Content Strategist & Copywriter
- ✔ Google Ads & Performance Marketing Specialist
- ✔ Email Marketing Executive
- ✔ Influencer Marketing Coordinator
- ✔ Marketing & Data Analyst
- ✔ E-commerce Marketing Executive

Industries You Can Work In

- ✔ Digital marketing agencies
- ✔ Corporate marketing teams
- ✔ Startups and tech companies
- ✔ E-commerce platforms
- ✔ Freelance and consulting roles
- ✔ Retail & Consumer Brands
- ✔ FMCG & Lifestyle Brands
- ✔ Travel & Tourism Marketing

Work Across Industries and Platforms

This programme prepares students to work with digital agencies, corporate marketing teams, startups, e-commerce platforms, and consumer brands, giving them the flexibility to build careers across industries.

From Campus to Digital Marketing Careers

- ✔ Career focused placement support for digital marketing roles.
- ✔ Opportunities across social media, content, and branding.
- ✔ Packages typically start from 5 lakhs per annum.
- ✔ Hands on exposure to tools used by industry professionals.
- ✔ Strong foundation in analytics, strategy, and consumer behaviour to prepare you for long-term growth in the digital economy.

Our Collaboration with Draupnir Capital

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



DRAUPNIR CAPITAL
INCUBATION CENTRE

Seed Spark Program by
Stanford Seed



Unlock your startup's potential with Stanford Seed's five-month online entrepreneurship program. Designed to support new entrepreneurs with the necessary support to shape their business.



Meet Our Pride, Our Alumni



Arjya Mitra
BBA (2021-2024)
Airtel



Avinash Sureka
BBA (2020-2023)
ITC



Kathakali Mondal
BBA (2020-2023)
EY



Pallabi Chakraborty
BBA (2021-2024)
Airtel



Rajdwip Dey
BBA (2020-2023)
TCS



Sakshi Chowdhury
BBA (2021-2024)
Adani Group

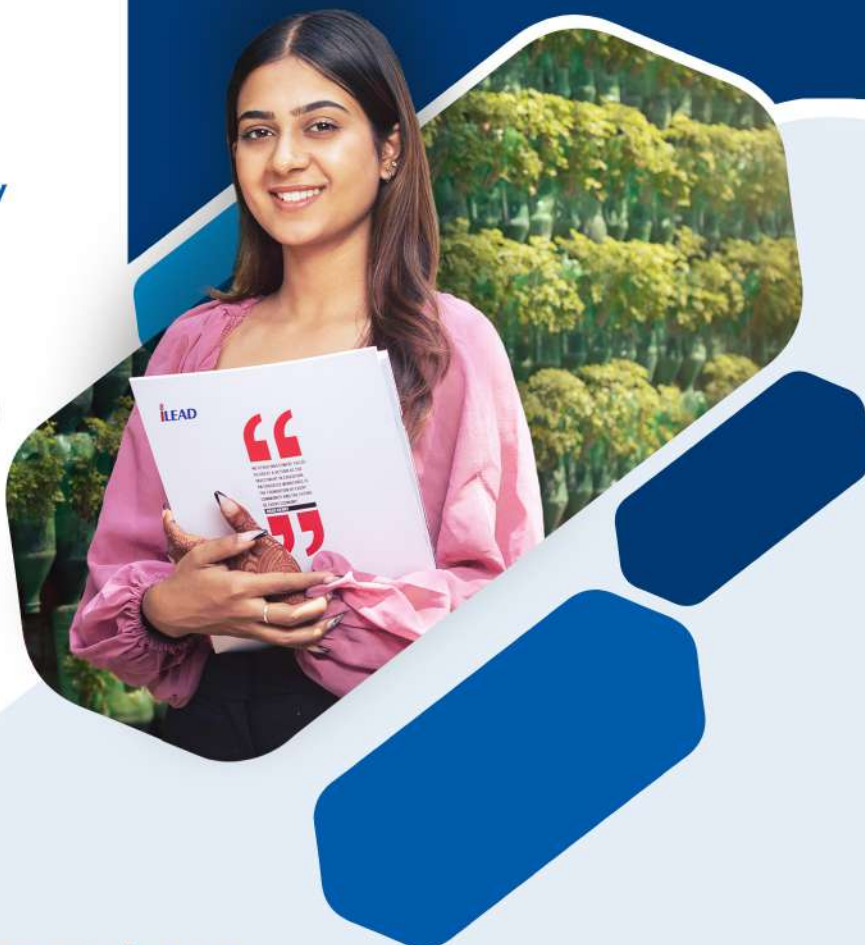


Eshita Deb
BBA (2020-2023)
Planet Spark



Dishani Mitra
BBA (2021-2024)
British Telecom

Meet Our Partners



Our Digital Ecosystem

Behind every student is a supportive network. Alumni and collaborators help students understand the industry better. Together, they shape confident digital professionals.

Life at iLEAD

iLEAD is a ragging-free environment where juniors, seniors, and faculty mentors work in close, supportive relationships. Students are encouraged to collaborate and grow together, creating a culture where everyone feels safe to participate, speak up, and belong.

Beyond academics, campus life stays vibrant through events, festivals, workshops, competitions, and interdisciplinary collaborations. These experiences help students discover confidence, find their voice, and step onto their own stage, regardless of background or prior exposure.

Here, students explore interests, refine talents, and often Discover their Ikigai, the intersection of passion, skill, and purpose. With strong peer and mentor support, iLEAD students pushed boundaries and earned over 250 awards across inter-college and industry-recognised platforms last year.

A Culture That Empowers

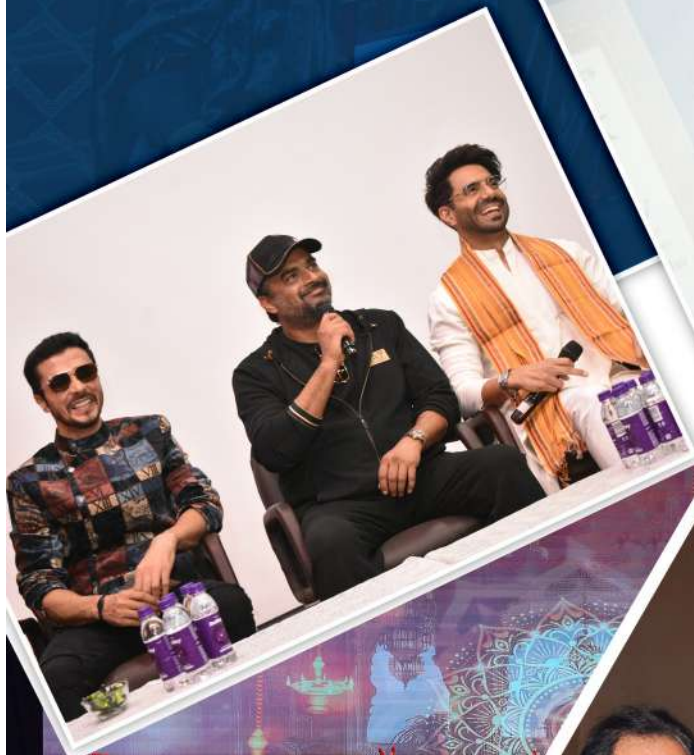
- ✔ A secure and respectful campus environment where every student feels valued.
- ✔ Strong community connections that make the transition from school to college smooth and welcoming.
- ✔ Access to mentors who guide students academically as well as personally.
- ✔ Recognition of effort and achievement, motivating students to aim higher each year.



Events, Seminars, Guests & More

At iLEAD, learning goes beyond classrooms. Events, seminars, and celebrity visits give students real-world exposure and the chance to interact with inspiring personalities.

- ✔ Industry seminars where experts share practical insights about careers and emerging trends.
- ✔ Guest lectures by professionals who bring real-life experiences from their industries.
- ✔ Celebrity visits from film, media, sports, and business personalities who inspire students.
- ✔ Interactive workshops and panel discussions that encourage learning beyond textbooks.
- ✔ Cultural and professional events that help students build confidence and networking skills.
- ✔ Opportunities to engage with mentors and industry leaders through special campus sessions.





How to Apply

The admission process at iLead is made to be simple, transparent and student-focused. Here are the steps to follow:

Online Application

Applicants must fill out the online application form available on the official iLEAD Kolkata website with the required details.

Selection Process

Admissions are conducted through a Common Entrance Test (CET) followed by a Group Discussion and Personal Interview (GD-PI) for all programs.

Merit List & Admission Confirmation

Based on performance in the selection rounds, iLEAD publishes a merit list. Selected candidates can confirm their admission by paying the required fee at the designated admission receipt centre.

Scholarships & Fee Assistance

iLEAD offers merit-based and need-based scholarships to help deserving students pursue quality education without financial stress. T&C apply.



 **iLEAD**[®]

Turning Ideas into
**DIGITAL
IMPACT**

Admissions Open 2026

 [ilead-institute-of-leadership-entrepreneurship-development](https://www.linkedin.com/company/ilead-institute-of-leadership-entrepreneurship-development)

 [@ileadkol](https://www.youtube.com/@ileadkol)

 [iLEADIndia](https://www.facebook.com/iLEADIndia)

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START YOUR JOURNEY
WITH US **TODAY**

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