



www.inspiria.edu.in

BBA Digital Marketing

4 Years | Full-Time | Industry-Integrated



Get *Life-Ready* with Inspiria

BBA in Digital Marketing

At Inspiria Knowledge Campus, we take a different approach. We don't just teach digital marketing; we immerse you in the real thing. This program is unique because it is the only one in the region that is AICTE-approved. Combined with our NAAC accreditation and MAKAUT affiliation, this ensures your degree holds real weight.

Our journey has been one of constant evolution. From a modest beginning of 30 students, we blossomed to 60, embracing a longer, more enriching path. Each student who walked through our doors became a part of this evolving story, shaping the digital future—one click, one campaign, and one idea at a time. The BBA in Digital Marketing at Inspiria isn't just a course; it is a testament to growth, adaptation, and the unwavering pursuit of excellence.



Bachelor of Business Administration in **Digital Marketing**

Where your hands-on mastery
meets accredited excellence
to shape the digital world of
tomorrow.

Format

FULL TIME

The best experience of in-class
ambience ever.

Eligibility

CLASS XII

Do what you love and study
from the best college

Approval

AICTE

The only AICTE-approved digital
marketing degree course in
Siliguri.

Duration

4 YEARS

Including Industry Sessions,
Excursions, Live Projects

Recognized & Respected



Year 1

COURSE CURRICULUM: BBA IN DIGITAL MARKETING

Duration: 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

Communication & Self-Development

- Life Skills & Personality Development
- English & Professional Communication
- Modern Indian Languages and Literature

Product & Technology

- Fundamentals of Entrepreneurship
- Computer Fundamentals
- IT Tools for Business

Data Foundation

- Business Statistics

Marketing & Management Strategy

- Marketing Management
- Principles of Management
- Digital Marketing
- Management Information System

Liberal Arts

- Yoga/Health & Wellness/Sports
- Critical Thinking / NSS / Mental Health / Environmental Studies

Design Optics

- Understanding Visual Aesthetics & Design

Value Addition (Practical Skills):

UI/UX Mastery: Hands-on training with Figma + 24-Hour Hackathon.

AI Tools: Mastery of 15+ AI tools for content creation.

Life Skills: Professional Communication & Personality Development.

A young woman with long dark hair, wearing a grey blazer, white shirt, and blue tie, is smiling and holding a tablet and a book. The background is a blurred outdoor setting with greenery.

Year 1

OUTCOME

Students build a strong Business Base while gaining early digital confidence through UI/UX design, AI-powered content creation, and a hands-on introduction to digital marketing.

Year 2

COURSE CURRICULUM: BBA IN DIGITAL MARKETING

Duration: 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

Communication & Self-Development

- INSKILLS

Product & Technology

- Basics of Operating System
- Word and PowerPoint & Spreadsheet
- Understanding basics of cybersecurity

Design Optics

- Graphic Design with Photoshop and Illustrator

Marketing & Management Strategy

- Digital Business Strategy
- Consumer Behaviour
- MIS & ERP
- Human Resource Management

Liberal Arts

- Value and Ethics
- Society Culture & Human Behaviour
- The Constitution, Human Rights and Law

Finance

- Principles of Accounting

Value Addition (Practical Skills):

Mad Ads: Participation in flagship advertising competition.

Freelancing 101: Expert guidance on starting a freelance career.

Certifications: Google Ads & Social Media Mastery.



Year 2

EMPOWERED

Students become industry-ready digital creators through live projects, social media mastery, Google Ads certification, and real freelancing exposure.

Year 3

COURSE CURRICULUM: BBA IN DIGITAL MARKETING

Duration: 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

Communication & Self-Development

- INSKILLS

Product & Technology

- Cloud Computing
- Cybersecurity
- HTML & CSS
- Internet and Networking

Design Optics

- Web Design and Development

Marketing & Management Strategy

- Social Media Marketing
- Integrated Marketing Communication
- Organisational Behaviour
- E-Commerce and Applications

Data Foundation

- Introduction to Python

Industry Immersion

- Internship

Value Addition (Practical Skills):

Internship: 3-6 Months of Intensive Industry Training.

Live Projects: Real-time problem solving for brands.

Digiscape: Hands-on digital marketing event management.

A young man and woman, likely students, are smiling and holding a tablet together. They are wearing business attire (suits and ties). The background is a blurred office setting with green and blue lighting. The text 'Year 3' is in a yellow box at the top left, and 'EMPOWER' is written vertically on the left side. A paragraph of text is at the bottom right.

Year 3

EMPOWER

Students become execution-ready digital marketers through advanced tools, real client projects, and a full-time industry internship.

Year 4

COURSE CURRICULUM: BBA IN DIGITAL MARKETING

Duration: 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

Communication & Self-Development

- INSKILLS

Product & Technology

- Cybersecurity and Cyberlaw
- Software Project Management

Finance

- Computerized Accounting System

Marketing & Management Strategy

- Service Marketing
- Search Engine Marketing & Search Engine Optimization

Data Foundation

- Introduction to Business Analytics using R/Python
- Data Analytics and Interpretation

Industry Immersion

- Research Project

Value Addition (Practical Skills):

Startup Launch: Guidance on launching your own venture.

Research Project: Deep dive into industry trends.

Advanced SEO/SEM: Expert-led mastery sessions.



Year 4

EMPLOYEE OUTCOME

Students graduate as confident digital leaders ready to launch their startups & digital agencies or secure top placements in the digital ecosystem.

SOFTWARE

to be Covered



facebook Ads



WooCommerce



zapier



ahrefs



HubSpot





The 4-Year Career Blueprint

Our industry-integrated roadmap ensures that every year adds a new layer of expertise to your profile. From mastering UI/UX design in first Year to executing Live Strategies in third Year and analyzing Big Data in fourth Year this course bridges the gap between classroom theory and real-world application, ensuring you graduate with experience, not just exams.

Global Certifications

The Best Ever Certification from the
Most Reputed Organizations



Industry Visit

From the 2023- 2026 Batch



Shillong Excursion



Buland Plywood, Guwahati



Campa Cola, Guwahati



Bulland Plywood

Flagship Events



Mad Ads



Digiscape



Data
Visualisation

Success Stories

From the 2022 Batch



Nabaraj Saha
Digital Marketing Executive,
Centre for eyesight

“

Joining Inspiria Knowledge Campus has been one of the best decisions of my life. The **BBA in Digital Marketing** program is incredibly well-structured and industry-focused. From hands-on workshops with real agencies to learning about SEO, Google Ads, and influencer marketing, every class feels relevant and exciting. The faculty are not just teachers—they're mentors who truly care about our growth.

“

What sets Inspiria apart is the exposure it provides. As a Digital Marketing student, I've worked on live projects, attended seminars with top marketers, and even participated in competitions that challenged my creativity. The Digital Marketing lab, studio setups, and constant focus on practical skills have prepared me for real-world success.



Nikhil Gupta
Digital Marketing Executive,
Delhi Public School

“



Khushi Gupta
Social Media Manager,
Delhi Public School

Inspiria's BBA in Digital Marketing course has transformed me from a curious learner into a confident digital strategist. I've built campaigns, created content using AI tools, and understood how brands work online. The curriculum is dynamic, and the placement support is amazing—I'm now placed at RedDashMedia.

Some of our Recruitment Partners

Where do you see yourself next?

amazon

Flipkart



DECATHLON

HYUNDAI

Reliance
trends

SOUTH
INDIAN Bank
Experience Next Generation Banking

Justdial

TEABOX®
The World's Freshest Tea

BYJU'S
The Learning App

Reliance
Foundation | YOUTH
SPORTS

MUMUSO

Sf
SUNDARAM FINANCE
Enduring values. New age thinking.



Learn from the Masters

Learn directly from
industry experts & business leaders

In-House Faculty



Bibek Mandal

Worked with



Hritavash Saha

Worked with



Industry Experts



Siddhart Joshi

Worked with



Sangeeta Reddy

Director of



Future-proof your **CAREER** in
India's fastest-growing industry.



Industry-Integrated Curriculum
with Practical Exposure



Certifications from
Global Leaders



Strong Industry Network
and Placement Support



www.inspiria.edu.in

Inspiria Knowledge Campus

Himachal Vihar, Phase - II,
Matigara, Siliguri, West Bengal - 734010

Reach Us (+91-8900755555) contact@inspiria.edu.in

Follow Us @Inspiriaindia

