



October 1, 2018

CDBE Program by IIEC (Indian Institute of E-Commerce)

A team from IIEC - Indian Institute of E-commerce, came down to Atria, to give a demonstration on DIGITAL MARKETING CDBE (Certified Digital Business Executives) course, around 10:30 A.M. to 12:45 P.M. in Town Hall (main seminar hall). Around 145 students from ECE and ISE attended this seminar.

The main concern behind this initiative was, to introduce a 6-week training on skills needed for DIGITAL MARKETING based jobs, which would provide students an opportunity to attend companies that would come down to Atria college and they can grab non-technical jobs thereafter.

Usually, it is MBA graduates who would get first priority in getting non-technical jobs. However, to make our Engineering final semester students eligible to grab such non-technical jobs, this DIGITAL MARKETING CDBE (Certified Digital Business Executives) course would surely help students get placed who are urging to get a non-technical job than a technical job.

The following are the details of the speakers from IIEC:

1. Imtiaz Pasha, Project Director
2. Faisal Khan, Product Manager
3. Sayab, Customer Relationship Manager

Highlights

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Certified Digital Business Executives Course by Indian Institute of E-Commerce (IIEC)

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Digital Marketing

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Objective of this program is to provide an opportunity to students who are interested in non-technical jobs.