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EWU Creative Marketing Club Hosts Unilever Bangladesh Session



The East West University Creative Marketing Club (EWUCMC) organized an exclusive corporate session titled "Learn to Lead" in collaboration with Unilever Bangladesh Limited held on June 14, 2026, at the Manzur Elahi Auditorium on the university campus, the event brought together over 350 ambitious students for their future careers. The inauguration ceremony was graced by Professor Dr. Mohammed Farashuddin, Chairperson of the Board of Trustees, EWU; Professor Dr. Shams Rahman, Vice Chancellor, EWU; and Mr. Zaheen Sajidul Islam, Business Unit Head at Unilever Bangladesh Ltd.

The program was divided into two major corporate bridges:

- Faculty Connect Session: Unilever officials met with the faculty members of EWU's Department of Business Administration to discuss strategic collaborations aimed at narrowing the gap between academic curricula and evolving industry needs.
- The Masterclass: A deep-dive session focused on equipping students with crucial tips to excel in highly competitive corporate entry points, specifically the Unilever Leaders Internship Program (ULIP) and Unilever's flagship Management Trainee Program, the Unilever Future Leaders Programme (UFLP).

The session concluded with an energetic, interactive Q&A segment. Students actively engaged with the speakers, sparking thought-provoking dialogues around modern leadership dynamics, recruitment standards, and the core skill sets required to thrive in the corporate world.