

# St. Joseph's Degree & PG College

Autonomous – Affiliated to Osmania University  
Re-Accredited by NAAC with 'A' Grade  
King Koti Road, Hyderabad – 500029.

1. Title of the Event– “Corporate Communication and Advertising and Public Relations”-Online Guest Lecture by Prof. Kishore Gubburi .
2. Date – 2<sup>nd</sup> September, 2020  
Time – 11:30AM – 12:30PM
3. Venue – Google Meet
4. Target Audience - MA(MCJ) , BA(MCJ)
5. Objective of the Event - To enlighten the students about various career opportunities in the field of Corporate communications, Public Relations and Mass Media.
6. Brief report –

The Department of Mass Communication and Journalism, St. Joseph's Degree and PG College hosted an Online Guest lecture on Wednesday, 2nd September, 2020 for all the students of BA and MA in subjects pertaining to Corporate Communication and PR. The Guest Lecturer Prof. Kishore Gubburi is a distinctly experienced academician who is associated with the Guru Nanak Business School, since its inception. He has a total of 18-year experience with 4 years in corporate and 14 years in Business School teaching.

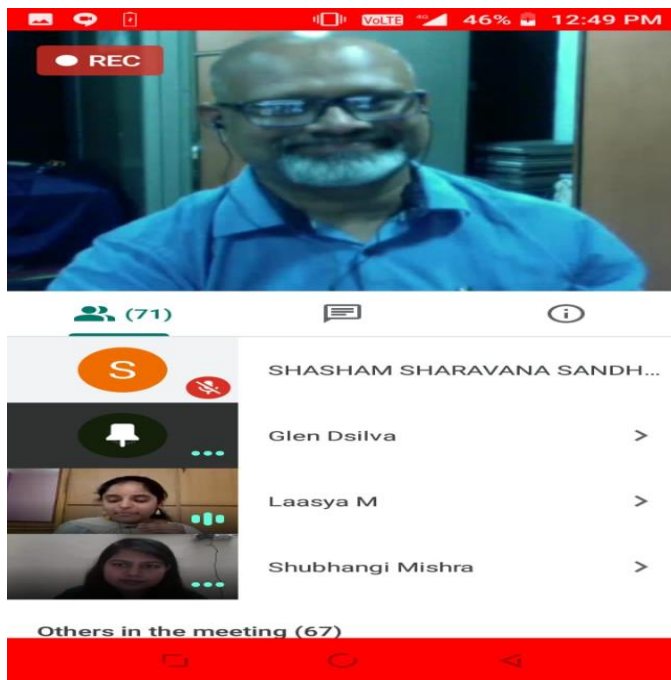
The one hour lecture by Prof Kishore gave insights of Corporate Communication. He helped students analyse the significance of Integration of Media and Management. He urged them to gather knowledge about Management and Finance to be able to appreciate media dynamics.

Prof. Kishore furnished a clear picture of PR - before and after 1990. He helped students understand the new arenas PR has to offer. He very well put out the differentiation in Corporate Communication and PR so that the students can find a clear objective of what they ought to settle for. He stated that Corporate communication is Internal PR. It is not a 9 to 6 job as one expects it to be. Infact a PRO has to build one's own image in different social media sites which would help him building a brand image for the company in this corporate world.

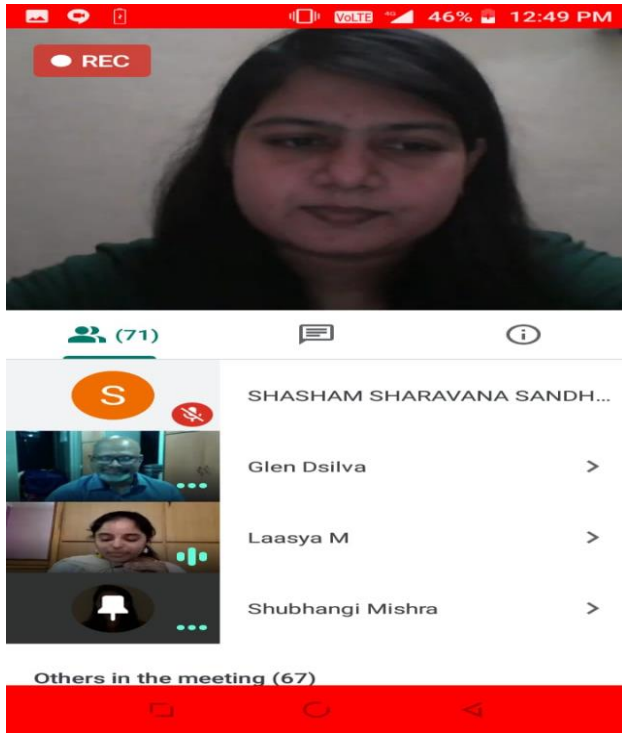
One of the students enquired Professor whether a PR has to give more value to human ethics or work ethics. Prof. Kishore has answered it in very insightful manner. He says a PR should never cross the legal line on the name of company's Benefits. As a PR it's the personnel's first and foremost priority to build brand image and maintain reputation by taking up all sorts of help needed in balancing both of his human and work ethics.

The students also keenly participated in a lively Question & Answer discussion.

#### 7. Photos with Caption –



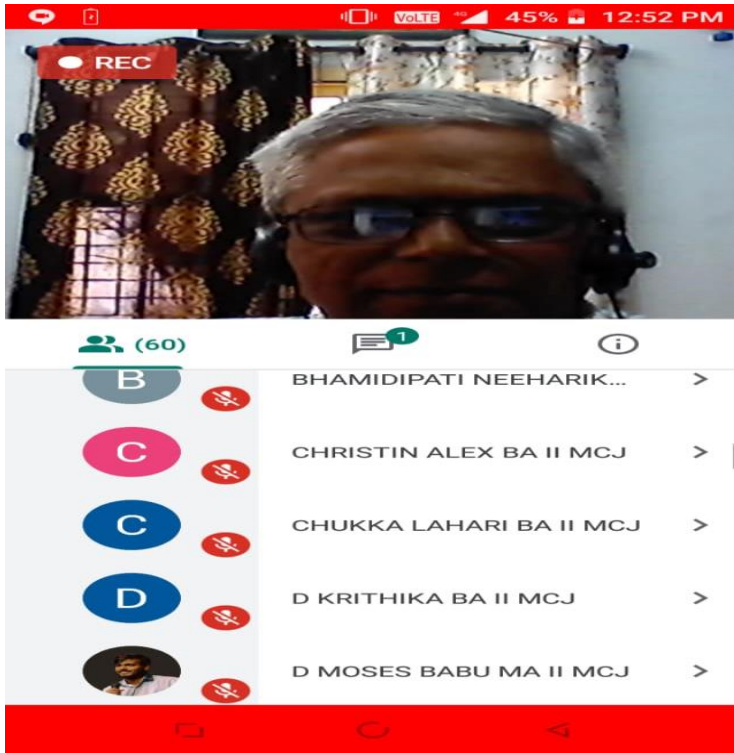
Mr.Glen Silva HOD inviting the students and Guest for the Webinar



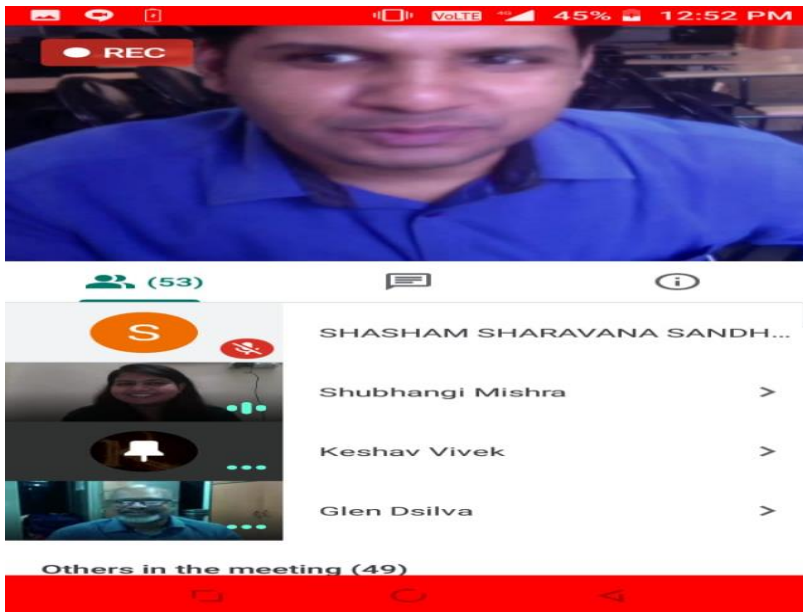
Ms.Shubhangi Mishra, Asst.Prof introducing Prof.Kishore Gubburi to the students



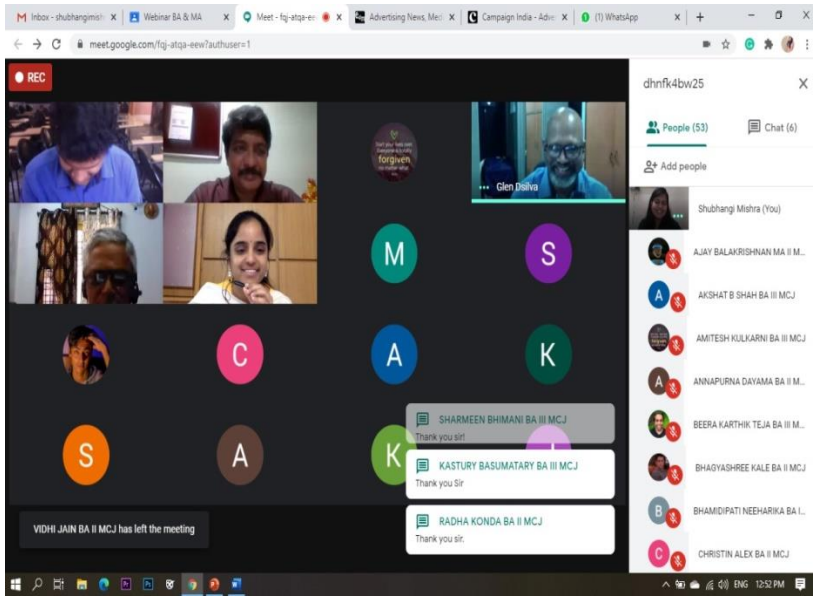
Prof.Kishore Gubburi giving lecture about PR



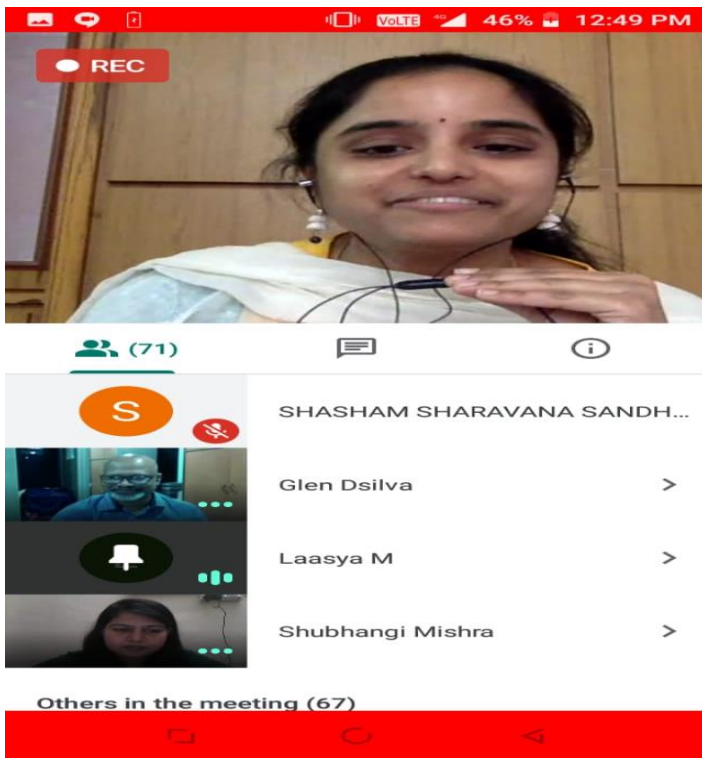
Prof. Nagarjuna giving his regards to Mr.Kishore for sharing his experience of Media communicarions



Prof. Keshav discussing about PR with the Guest Lecturer



Webinar session in Google Meet



Mrs. Laasya Giving Vote of Thanks

Outcome of the Event – The First Ever Online Guest Lecture was insightful and it greatly helped students distinguish between different areas of Corp Comm & PR and also to create a path for themselves in such creative fields.