

## Career Counselling

The Journalism Association of 2023-2024 organized a highly insightful career counselling session on 13th January 2024, aimed at guiding students towards a successful career. The session started at 11:30 am in GJB Auditorium 3 with Amrita Kinger introducing the event. She introduced Dr. Vivitha M K, HOD of Journalism Department and the VP of Journalism Association, and the guest speaker Ms. Ayesha Tabassum.

Ayesha Tabassum is a corporate communications and content specialist with over 15 years of experience in the media industry. She currently works as Deputy Manager, Corporate Communications at Bangalore International Airport Ltd (BIAL). She is part of the Marketing Communications team that is involved in strategic planning and execution of internal and external communications for the airport. The primary objective of the career counselling session was to provide students with valuable insights into the field of PR and Advertising, its various branches and the skills required for the success.

The whole session was very interactive as Ms. Ayesha answered the questions asked by the students and gave them valuable information. Ms. Ayesha emphasized on the crucial skills and qualities required for success in the field of PR, advertising and Journalism including effective communication, research skills and the ever-changing media landscape. The session wrapped after a speech by Dr. Vivitha M K and vote of thanks by our secretary Jayani Mohan.

