

INVITED LECTURE – EVENT BROCHURE

“Navigating the World of Advertising: AI Tools and Career Prospects”



St. Joseph's Degree College

Sunkesula Road, Kurnool - 518004

INVITED LECTURE

on

“Navigating the World of Advertising: AI Tools and Career Prospects”

WHAT YOU'LL LEARN

 AI TOOLS USED BY AGENCIES	 ADVERTISING INDUSTRY TRENDS	 CAREER OPPORTUNITIES	 SKILLS IN DEMAND	 HANDS-ON DEMONSTRATION	 INTERACTIVE Q&A SESSION
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 DATE 14 th August 2026	 TIME 10:30 AM	 VENUE Building 3 – Skill Lab
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Mr. SHANKAR C

Founder & CEO, AdzDrive
Regional Manager, Emversity (AP & Telangana)

-  12+ Years of Industry Experience
-  150+ Brands Served
-  1,500+ Professionals Trained
-  1,000+ Professionals Recruited

Organized by

DEPARTMENT OF COMMERCE & MANAGEMENT

Report on the Invited Lecture

Event Details

Title: Navigating the World of Advertising: AI Tools and Career Prospects

Date: 14 August 2026

Time: 09:00 a.m. – 1:30 p.m.

Organized by: Department of Commerce & Management

Resource Person: Mr. C. Shankar, Founder & CEO, AdzDrive and Regional Manager, Emversity (AP & Telangana)

Participants: B.B.A Students

Objectives

1. To provide students with an understanding of the concepts and current trends in the field of advertising.
2. To familiarize students with AI tools and their applications in advertising.
3. To provide practical, hands-on exposure to the use of AI tools for advertising-related activities such as logo and content creation.
4. To create awareness among students about emerging career opportunities and skills required in the advertising industry.

The Department of Commerce & Management organized an Invited Lecture on 14 August 2026. Mr. C. Shankar delivered an engaging session on the evolving advertising industry and the growing role of Artificial Intelligence. He shared industry experiences and emphasized the importance of consistency, patience, continuous learning, and taking responsibility for personal growth. The speaker demonstrated the applications of ChatGPT, Gemini, and AI-based tools for video creation, banner designing, logo creation, and content development. Students actively participated in an interactive group activity in which one team selected a business or company and another team developed advertisements for it. The activity provided practical exposure to creativity, teamwork, and advertising strategy.

Outcomes

1. Students **gained an understanding of the concepts and current trends in the field of advertising.**
2. Students **became familiar with various AI tools and their applications in advertising.**
3. Students **gained practical, hands-on experience in using AI tools for advertising-related activities such as logo and content creation.**
4. Students gained awareness of emerging career opportunities and the skills required in the advertising industry.

Participants' Signatures

St. Joseph's Degree College, Sunkesula Road, Kurnool-4

Programme: INVITED LECTURE on Navigating the world of advertising: Trends, Ai tools & career prospects

Department: Commerce & management

Date:

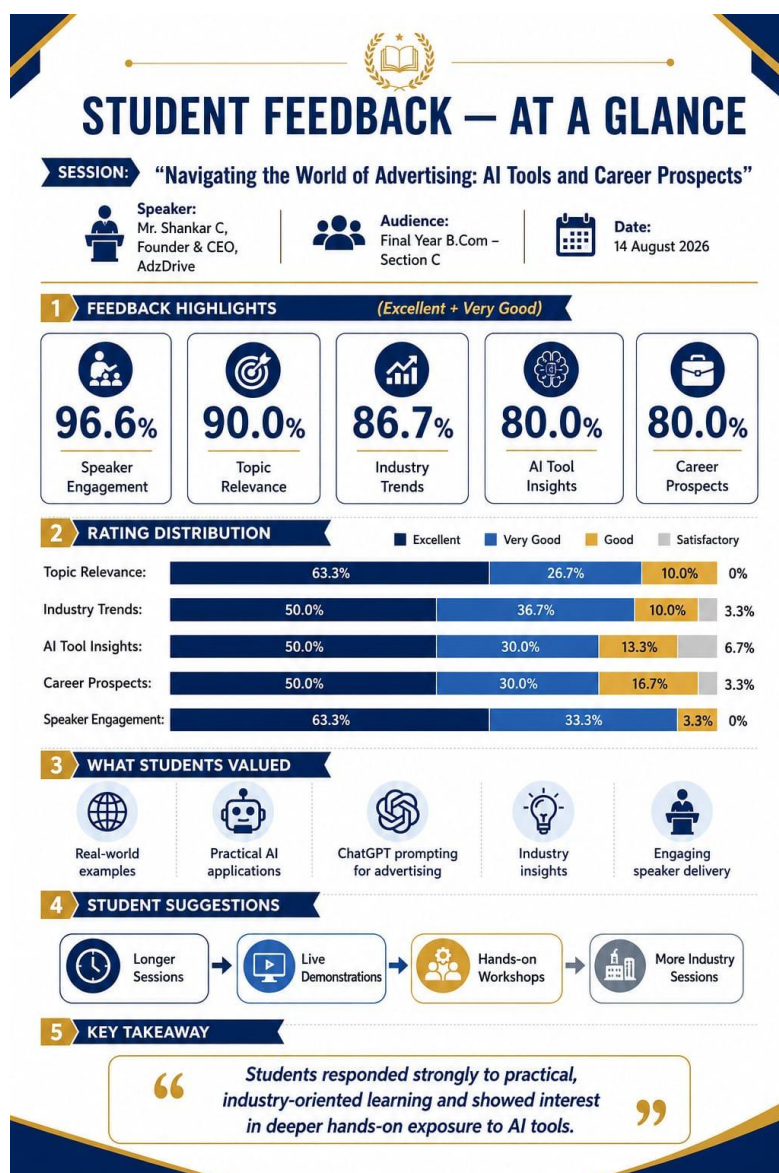
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STUDENT FEEDBACK – AT A GLANCE

The student feedback was collected through a structured Google Form to assess the students' response to the invited lecture. The feedback covered topic relevance, industry trends, AI tool insights, career prospects and speaker engagement. The responses reflected a highly positive response from the students, particularly towards practical examples, industry insights and the application of AI tools in advertising.



Feedback Form: Google Form link: <https://forms.gle/AHvqVjRYnnQRbCqe7>

Feedback Responses:

Google Sheets link: <https://docs.google.com/spreadsheets/d/1EvZTaaqm1JeG8Ac5N50C-4iKiqbQgZU0oY9xvFlfGg/edit?usp=sharing>

Photo Gallery

