



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(AUTONOMOUS) Chittoor, (A.P.)**

DEPARTMENT OF MANAGEMENT STUDIES

15-04-2020

A One Day Seminar programme entitled “Importance of Corporate Communications” was conducted in the Department of Management Studies, Co-ordinate by Dr.V.Murali Krishna, Associate Professor on 15th April, 2020. The Chief Guest is Mr.S.Kishore Babu, Divisional Manager, Fincare Bank. The programme was started at 10:00 am in Gallery, SITAMS. The participants of this programme are I MBA and II MBA students. The programme scheduled as follows;

1. Inauguration with inviting Dignitaries on to the Dias by Ms.J.S.Theja Sree, I MBA Student.
2. Lighting the Lamp by Chief Guests and other Dignitaries with prayer song by I MBA students Ms. Preethi and Ms.K.Sandhya.
3. Speech by Dr.P.Ramesh Kumar, M.E., Ph.D, Principal, SITAMS - about opportunities available to MBA students to become successful entrepreneurs.
4. Speech by Dr.J.V.Balasubramanian, Professor & HOD, Department of Management Studies, SITAMS about Importance of Corporate Communications.
5. Chief Guest Profile by Ms.D.Rekha, I MBA Student.
6. Speech by Chief Guest Mr.S.Kishore Babu, Divisional Manager, Fincare Bank about Communication is an act of transferring information from one place, person or group to another and to understand what is said to us.
7. Interaction Session between Chief Guest and participants.
8. Felicitation to Chief Guest by Dr.J.V.Balasubramanian, Professor & HOD, Department of Management Studies, SITAMS
9. Feed Back by students – They said that we are highly satisfied with the Guest Lecture and learnt about Communication and its Importance in the present days.
10. Vote of thanks by Ms.S.Neelima, I MBA Student





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23-07-2020

A One Day Seminar programme entitled “Digital Marketing” was conducted in the Department of Management Studies, Co-ordinator Dr.M.Vijaya Bhaskar Reddy, Associate Professor on 23rd July, 2020. The Chief Guest is Dr.K.Vidya Sagar, Assistant Professor, Department of Management Studies, Sree Vidhyanikethan Institute of Management, Tirupathi. The programme was started at 10:00 am in Gallery, SITAMS. The participants of this programme are I MBA and II MBA students. The programme scheduled as follows;

1. Inauguration with inviting Dignitaries on to the Dias by Ms.Thasmiya, I MBA Student.
2. Lighting the Lamp by Chief Guests and other Dignitaries with prayer song by I MBA students Ms. A.Kavya and K.Jhansi
3. Speech by P.Ramesh Kumar, M.E., Ph.D, Principal, SITAMS about the promotion of brands to connect with potential customers using the internet and other forms of digital communication.
4. Chief Guest Profile by Ms.J.S.Theja Sree, I MBA Student.
5. Speech by Chief Guest Dr.K.Vidya Sagar, Assistant Professor, Department of Management Studies, Sree Vidhyanikethan Institute of Management, Tirupathi about Digital Marketing
6. Interaction Session between Chief Guest and participants.
7. Feed Back by students – They said that we are highly satisfied with the Guest Lecture and well known about Digital Marketing - This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.
8. Vote of thanks by Ms.P.Haneesha- I MBA Student

