



CENTRAL UNIVERSITY OF KARNATAKA

Cordially invites all Students and Faculty

Workshop on
*'Trends and Strategies in Television and Film Marketing
in South India'*

Resource Person
Dr. Seenivasan Subramanian
Chief Channel Officer
ZEE Keralam

Chief Patron
Prof. Battu Satyanarayana
Vice – Chancellor

Patron
Prof. R. R. Biradar
Registrar

Prof. R. S. Hegadi
Dean, Department of Mass Communication and Journalism

Dr. Shamala. R.
Head, Department of Mass Communication and Journalism

Date: 20/02/2026
Time: 10:00 am, Venue: Auditorium 2

Organized by
Department of Mass Communication and Journalism
Central University of Karnataka

