



AMRITA
VISHWA VIDYAPEETHAM
DEEMED TO BE UNIVERSITY UNDER SECTION 3 OF UGC ACT, 1956

Kochi Campus

6-Day Webinar on Integrating Psychological Insights in Media, Branding, and Communication: Navigating Minds in the Digital Era

Mode: Microsoft Teams

Time: 7:00 PM – 8:00 PM (IST)

Duration: 6 Days

25th - 30th August 2025

Registration Details

Registration Fee: 300 & 200 (for Amrita Participants)

Last Date for Registration: (20th August 2025)

Certification: An E-Certificate of Completion will be provided to participants who attend all sessions.

Dept. of Visual Media and Communication

Contact: +91 6380757547, +91 9846448297



Scan to Register

Programme Schedule

25th August 2025



Psychology in improving teaching effectiveness, student learning outcomes

Dr. Bindu Menon , MD, DNB, MBA

Professor and Head
Dept. of Psychiatry,
Amrita Institute of Medical Sciences (AIMS), Kochi

26th August 2025

Introduction to Media Psychology: Mind Meets Message

Associate Professor and Head
Department of Journalism and Mass Communication
Surenranath College for Women, Kolkata.

Dr. Uma Shankar Pandey



27th August 2025



Cognitive & Social Psychology in Media Pedagogy

Dr.Latha Krishnamurthy

Associate Professor,
Department of Mental Health Education, NIMHANS, Bengaluru

28th August 2025

Brand Perception and Reputation Management in Digital Spaces

Head Marketing, Colors Kannada
Bengaluru

Dr.Seenivasan Subramanian



29th August 2025



Cyberpsychology: The Mind Online

Dr.Rajesh Thipparrapu

Assistant Professor,
Mizoram University, Aizawl, Mizoram

30th August 2025

Brain Science and Neuromarketing in Brand Building

Director Marketing & Digital, Neuro- marketing Enthusiast
Servier India Private Limited
Thane, Maharashtra

Sri. Prabhakar Dhage



Coordinators

Dr. S.Dinesh Babu, Assistant Professor (SG)

Dr. Lakshmy Ravindran, Assistant Professor

Dr. Renjith R, Assistant Professor