



KRISTU JAYANTI

(DEEMED TO BE UNIVERSITY)

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Students urged to build industry skills beyond classroom



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Media and advertising students must develop practical skills beyond classroom learning to remain competitive in a rapidly changing industry, Vice President of McCann Worldwide Varghese John said at the fourth edition of Madhyam Samvedhan – Interactive Media Leadership Series held at Kristu Jayanti (Deemed to be University) on Tuesday.

Drawing from his 23-year career in advertising and marketing, John said professionals today operate in a world where audiences are highly selective about the content they consume. Successful advertising, he noted, must compete on attention, relevance and impact rather than merely delivering a message.

Having worked with leading brands including Britannia, Tanishq, Cult.fit and 3M, he described advertising as a profession where "no two

days are the same", requiring creativity, adaptability, curiosity and continuous learning.

He said employers increasingly seek candidates with strong observation, communication and writing skills, collaborative attitudes and creative thinking. Students were encouraged to strengthen these qualities through internships and industry exposure alongside academic studies.

Introducing McCann Worldwide's global operations, John explained how professionals from different disciplines work together to create effective campaigns. He said communication succeeds only when it is tailored to the needs and expectations of a specific audience.

Highlighting the evolving media landscape, he observed that while digital platforms continue to reshape communication, print media remains a credible and effective medium when integrated with other channels.

Earlier, Dr. Aby Augustine, Head of the Department of Media Studies, stressed the need for stronger industry-academia collaboration to prepare students for changing professional environments.