

## CURRICULUM VITAE

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<b>2</b>	<b>Sex</b>	Male
<b>3</b>	<b>Academic Qualification</b>	Assistant Professor
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### A. Academic Qualifications

Courses	Description
Media Relations	This Course prepares students to understand concept and theories Media Relations. They are capable how to analysis PR problem and make relationship with the press.
Integrated Marketing Communications	This course prepares students to take can explain efforts to increase brand equity, compile an integrative marketing communication program, understand the nature and function of marketing communication tools such as PR, Advertising, Direct Marketing, Personal Selling, Event and Sponsorship, etc
Marketing Public Relations	The course examines a Marketing public relations is the process of planning and evaluating, that encourage purchase and customer through credible communication of information and impression that identify companies and their products with the needs, concerns of customer. Marketing Public Relations conducts activities for corporate image and identity. Other aspects include the pass strategy as an effort to create a public image generated through various activities, and participation in community relations or social responsibility and environmental stewardship.
Media Habit	The course explains to understand and describe <ol style="list-style-type: none"> <li>1. explain the concepts of effectiveness, cognition, knowledge and audience involvement in media products.</li> <li>2. understand and can explain the attention and comprehensions as well</li> </ol>

	<p>as the behavior of the audience and the organizational behavior of the media.</p> <ol style="list-style-type: none"> <li>3. understand and can explain the attention and comprehensions as well as the behavior of the audience and the organizational behavior of the media</li> <li>4. explain the audience decision making process.</li> <li>5. explain the environment that influences the behavior of the audience, namely culture, sub-cultural social class, reference group and family.</li> <li>6. describes market segmentation and positioning of media products,</li> <li>7. explain the concept of audience behavior in product strategy, promotion strategy, message selection strategy, and media channel strategy</li> </ol>
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### B. Professional Qualifications

Position	Description	Year
Member		
Member		

### C. Academic Career and Position

Position	Description

### D. Publication

Title of Publication	Publication Name	Link of Publication	Year	Indexed
News Framing The Candidates Presidential Election 2019 in Republika Daily and Tempo Newspaper	Jurnal Komunikologi Fakultas Ilmu Komunikasi Esa Unggul vol. 16/No. 1	<a href="https://komunikologi.esaunggul.ac.id/index.php/KM/article/view/203">https://komunikologi.esaunggul.ac.id/index.php/KM/article/view/203</a>	2019	Not Accredited

### **E. Proceeding**

<b>Title of Proceeding</b>	<b>Name of Conference</b>	<b>Link of Proceeding</b>	<b>Year</b>	<b>Indexed</b>

### **F. Citation**

**Jakarta, October 2019**

**Ballian Siregar, S.Sos., M.Si**