



YEDİTEPE UNIVERSITY
FACULTY OF COMMUNICATION
PUBLIC RELATIONS AND PUBLICITY DEPARTMENT

PRP 492
SOCIAL RESPONSIBILITY PROJECT FOR GRADUATION

CAMPAIGN PROJECT EVALUATION CRITERIA

Submitted and presented by:

Form graded by:

Date:

Campaign Presentation (max. 35 points)	<i>Qualified</i>	<i>Needs work</i>	<i>Unqualified</i>	<i>Comments</i>
1. Audience/Client/Problem/ Opportunity Research (10 points)				
2. Public relations objectives (10 points)				
3. Programming -Theme, message, actions, events, effective communication (10 points)				
4. Evaluation methods (5 points)				
Form (max. 25 points)	<i>Qualified</i>	<i>Needs work</i>	<i>Unqualified</i>	<i>Comments</i>
5. Physical presentation appearance (5 points)				
6. Writing style - Professional tone, appropriate public relations jargon (5 points)				
7. Organization - Cover page, appropriate use of headings and subheadings, etc.) (5 points)				

8. Grammar, punctuation and spelling (5 points)				
9. Bibliography and information citation (5 points)				
Process (max. 15 points)	<i>Yes</i>	<i>Unsatisfactory</i>	<i>No</i>	<i>Comments</i>
10. Topic submitted on time (5 points)				
11. Planning visits to the professor done (5 points)				
12. File submitted on time (5 points)				
Oral Presentation (max. 25 points)	<i>Yes</i>	<i>Needs work</i>	<i>No</i>	<i>Comments</i>
13. Started promptly and stayed within the time allotment (5 points)				
14. Practiced with no reading from notes (5 points)				
15. Effective use of visual aids (5 points)				
16. Convincing and powerful campaign to solve problem and benefit from opportunity (6 points)				
17. Responded effectively to audience questions and comments. (4 points)				