



YEDİTEPE UNIVERSITY
FACULTY OF COMMUNICATION
PUBLIC RELATIONS AND PUBLICITY DEPARTMENT

PRP 492
SOCIAL RESPONSIBILITY PROJECT FOR GRADUATION

THESIS EVALUATION CRITERIA

Submitted and presented by:

Form graded by:

Date:

Academic Competence (max. 60 points)	<i>Yes</i>	<i>Needs work</i>	<i>No</i>	<i>Comments</i>
1. Author selected a relevant subject (5 points)				
2. Subject, purpose and scope are clearly stated (10 points)				
3. Hypotheses/research questions are relevant with the subject and clearly defined (10 points)				
4. The universe and sample of the study were determined clearly according to the scope of the study (5 points)				
5. The theoretical framework is adequate, in view of the aim of the study (10 points)				
6. Procedure of analysis is described in detail (5 points)				
7. The research method was chosen in accordance with the purpose of the study (10 points)				

8. Results/Findings have been compared with appropriate theoretical and empirical references (Discussion and Conclusion). (10 points)				
Written Form (max. 20 points)				
9. The paper is in line with the common technical oversights (Title length, margins, tables and figures, abbreviations, etc) specified in the Publication Manual of the APA. (10 points)				
10. Referencing, in-text citations and bibliography are adequate (10 points)				
Oral Presentation Competence (max. 20 points)				
11. Started promptly and stayed within the time allotment (5 points)				
12. Effective use of visual aids (5 points)				
13. Convincing and powerful rhetoric (5 points)				
14. Responded effectively to audience questions and comments. (5 points)				