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| **T.C.**  **YAŞAR ÜNİVERSİTESİ**  **Faculty of Communications**  **Department of Public Relations and Advertising**  2018-2019 Fall  PRAD 2103 PUBLIC RELATIONS MANAGEMENT  Evaluation Form  **Campaign Name: -----------------------------------------**  **Account: ----------------------------------------------------**  **Project Type: ----------------------------------------------** | | |
| **Project Group Members Name :** |  | |
| **CRITERIAS OF EVALUATION** | TOTAL | GRADE |
| 1.Definitions of the Problem | 5 |  |
| 2. Analyzing target audience of the problem | 5 |  |
| 3. Strategy | 5 |  |
| 4. Creativity | 5 |  |
| 5. Campaign message / text / caption / spot / news developing | 25 |  |
| 6. Production / Implementation (audio visual materials, original content, logotype, web address, hashtag, artwork, text, video, photograph, jingle, etc.) | 40 |  |
| 7. Determining proper stakeholders (only for PSAs) | 5 |  |
| 8. Best duration/timing of the work | 5 |  |
| 9. Presentation / Group Performance | 5 |  |
| **TOTAL:** | **100** |  |
| **Comments & Special issues needed to be taken into account:**  Date: ----/----/------- Lecturer: Signature: | | |