

**YAŞAR ÜNİVERSİTESİ**

**FACULTY OF COMMUNICATION PUBLIC RELATIONS AND ADVERTISING DEPARTMENT**

**PRAD 2105 WRITING TECHNICS FOR PUBLIC RELATIONS**

**PROJECT EVALUATION FORM**

GROUP MEMBERS:…………………………………………………………….…………………………..

NAME OF THE CORPORATE MAGAZINE:……………………………………………………………………………

NAME OF THE PRESS KIT:…………………………………………………………………………………………….

1. CORPORATE MAGAZINE EVALUATION FORM

|  |  |
| --- | --- |
| EVALUATION CRITERIA | PERCENTAGE |
| Topic Selections | 10 |
| Design | 10 |
| Usage Article Genres | 50 |
| Expressions, Spelling and Punctuation | 20 |
| Quality of Content | 10 |
| Total | 100 |

1. PRESS KIT EVALUATION FORM

|  |  |
| --- | --- |
| EVALUATION CRITERIA | PERCENTAGE |
| Topic selection | 10 |
| Presentation | 20 |
| Creativity in the gift | 10 |
| Document genres  (Press release, Backgrounder, brochure and etc.) | 40 |
| Expressions, spelling and punctuation | 10 |
| Quality of content | 10 |
| Total | 100 |

CORPORATE MAGAZINE: 60%...................PRESS KIT: 40% ……………..TOTAL GRADE: …………

Comments: …………………………………………………………………………………………………………………………

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Assoc. Prof. Dr. Ferah Onat

Date

Signature