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| **T.C.****YAŞAR ÜNİVERSİTESİ****Faculty of Communications****Department of Public Relations and Advertising****Year ……………****PRAD 4101 PUBLIC RELATIONS CAMPAIGN****Campaign Evaluation Form****Campaign Name: -----------------------------------------****Account: ----------------------------------------------------** |
| **Project Group Members Name :** |  |
| **CRITERIAS OF EVALUATION** | **TOTAL** | **GRADE** |
| 1.Definitions of the Problem | 5 |  |
| 2. Situation Analysis | 10 |  |
| 3. Research techniques | 10 |  |
| 4. Strategy and Message Developing | 5 |  |
| 5. Creative Solutions and Planning | 5 |  |
| 6. Tactics  | 20 |  |
| 7. Implementation | 20 |  |
| 8. Budgeting and Media Planning | 10 |  |
| 9. Evaluation / Measurement of the effectiveness | 10 |  |
| 10. Visual and Verbal Presentation / Group Performance | 5 |  |
| **TOTAL:** | **100** |  |
| **Comments & Special issues needed to be taken into account:**Date: ----/----/------- Lecturer: Signature: |