

**YAŞAR UNIVERSITY**

**Department of Public Relations and Advertising**

**PRAD 4104 Personal Branding**

**Assessment Sheet**

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| Student Name |  |

**Assessment**

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| Work | Weight | Score |
| CV (assignment 1) | **10** |  |
| *Style, Appearance, & Tone (15pt)* |  |  |
| *Grammar, Spelling, & Punctuation (17 pt)* |  |  |
| *Contact Information (17 pt)* |  |  |
| *Education Section (17 pt* |  |  |
| *Experience Section (s) (17pt)* |  |  |
| *Skills & Interests (17 pt)* |  |  |
| Cover Letter (assignment 2) | **10** |  |
| *Opening Paragraph (17 pt.)* |  |  |
| *Middle Paragraph (17 pt.)* |  |  |
| *Closing Paragraph (17 pt.)* |  |  |
| *Layout (17 pt.)* |  |  |
| *Writing Skills (17 pt.)* |  |  |
| *Format (15 pt.)* |  |  |
| Interview (assignment 3) | **10** |  |
| *Preparation (35 pt.)* |  |  |
| *Personal Attributes (30 pt.)* |  |  |
| *Responses (35 pt.)* |  |  |
| Video Cv (assignment 4) | **10** |  |
| *Completeness (20pt)* |  |  |
| *Personal Information (20 pt)* |  |  |
| *Objective (20 pt)* |  |  |
| *Style/ Neatness (20 pt)* |  |  |
| *Production Value*  *(20 pt)* |  |  |
| Presentation | **20** |  |
| *Content (25 pt.)* |  |  |
| *Organization (25 pt.)* |  |  |
| *Delivery (25 pt.)* |  |  |
| *Visual Aids (25 pt.)* |  |  |
| Final Exam | **40** |  |

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| LETTER GRADE |  |

**Date: 21.11.2018**

**Signatures: Dilek Melike Uluçay**