



The Master's University & Seminary

Outcome Assessment Summary Report

Report Parameters

Outcome Space: **Program - TMU BA in Marketing Media**

Level: **Program**

Term: **2019 Spring TMU Trad, 2020 Spring TMU Trad and 1 more...**

Student Minor: **No records found!**

Detail Level: **Learning Indicator**

[Edit Report Parameters](#)

Outcome Set	Outcome Code	Outcome Description	Total Assessments	Outcome Rubric Distribution	Success
TMU BA in Marketing Media	U.BA.MKTM.1	Demonstrate the ability to produce and consume media using a biblical framework.			
	U.BA.MKTM.1.PI1	Recognize fundamental assumptions and worldview that are embedded in media narratives.	23	<p>95.7% 0.0%</p>	96 %
Average Student Performance Level across all PIs			23	<p>95.7% 0.0%</p>	96 %

Outcome Set	Outcome Code	Outcome Description	Total Assessments	Outcome Rubric Distribution	Success			
TMU BA in Marketing Media	U.BA.MKTM.2	Demonstrate basic competence in media production.						
	U.BA.MKTM.2.PI1	The project demonstrates basic mastery of the overall film/video pre-production process and techniques.	16	<table border="1"> <tr> <td>31.3%</td> <td>56.3%</td> <td>12.5%</td> </tr> </table>	31.3%	56.3%	12.5%	88 %
31.3%	56.3%	12.5%						
	U.BA.MKTM.2.PI2	The student has effectively conceptualized the film/video project.	16	<table border="1"> <tr> <td>25.0%</td> <td>62.5%</td> <td>12.5%</td> </tr> </table>	25.0%	62.5%	12.5%	88 %
25.0%	62.5%	12.5%						
	U.BA.MKTM.2.PI3	The student has included a pitch for the film/video project that would be attractive to potential financial supporters.	16	<table border="1"> <tr> <td>31.3%</td> <td>56.3%</td> <td>12.5%</td> </tr> </table>	31.3%	56.3%	12.5%	88 %
31.3%	56.3%	12.5%						

Outcome Set	Outcome Code	Outcome Description	Total Assessments	Outcome Rubric Distribution			Success	
	U.BA.MKTM.2.PI4	The project demonstrates that the student has effectively identified and completed necessary shot preparation activities.	16	31.3%	56.3%	12.5%	0.0%	88 %
Average Student Performance Level across all PIs			64	29.7%	57.8%	12.5%	0.0%	88 %
TMU BA in Marketing Media	U.BA.MKTM.3	Demonstrate a working knowledge of marketing.						
	U.BA.MKTM.3.PI1	Survey design	43	72.1%	23.3%	2.2%	2.3%	95 %
	U.BA.MKTM.3.PI2	Marketing research report structure	43	74.4%	18.6%	4.7%	2.3%	93 %

Outcome Set	Outcome Code	Outcome Description	Total Assessments	Outcome Rubric Distribution	Success
	U.BA.MKTM.3.PI3	Analysis of survey results	43		81 %
	U.BA.MKTM.3.PI4	Appropriateness of research methodology	43		95 %
	U.BA.MKTM.3.PI5	Quality of proposed use of project data.	43		95 %
Average Student Performance Level across all PIs			215		92 %
TMU BA in Marketing Media	U.BA.MKTM.4	Demonstrate the ability to identify biblical imperatives for a given business situation.			
	U.BA.MKTM.4.PI1	Biblical basis for ethical reasoning.	47		100 %

Outcome Set	Outcome Code	Outcome Description	Total Assessments	Outcome Rubric Distribution			Success
	U.BA.MKTM.4.PI2	Sound scriptural support for conclusions.	47	78.7%	21.3%	0.0%	100 %
	U.BA.MKTM.4.PI3	Formulation of biblical principles that constitute programmed decisions in a field of practice.	47	85.1%	14.9%	0.0%	100 %
	U.BA.MKTM.4.PI4	Application of biblical principles to at least three controversial business issues.	47	87.2%	12.8%	0.0%	100 %
Average Student Performance Level across all PIs			188	84.6%	15.4%	0.0%	100 %
TMU BA in Marketing Media	U.BA.MKTM.5	Demonstrate strong business communication skills.					
	U.BA.MKTM.5.PI1	Clear and appropriate introduction.	76	97.4%	2.6%	0.0%	100 %

Outcome Set	Outcome Code	Outcome Description	Total Assessments	Outcome Rubric Distribution	Success
	U.BA.MKTM.5.PI2	Balanced, clear, body with appropriate variety.	76	<p>86.8% 7.9% 5.3%</p>	95 %
	U.BA.MKTM.5.PI3	Clear and appropriate conclusion.	76	<p>69.7% 25.0% 5.3%</p>	95 %
	U.BA.MKTM.5.PI4	Key message and concepts are appropriately developed.	76	<p>80.3% 19.7% 0.0%</p>	100 %
	U.BA.MKTM.5.PI5	The presentation has clear organization and structure.	65	<p>81.5% 12.3% 6.2%</p>	94 %
Average Student Performance Level across all PIs			369	<p>83.2% 13.6% 3.2%</p>	97 %
Average Student Performance Level across all PIs			859	<p>75.3% 20.3% 3.0%</p>	96 %

