



Report Parameters

[Edit Report Parameters](#) | [Save Report Parameters](#)

Outcome Space: **Program - TMU BS in Business Administration - Marketing**

Level: **Program**

Term: **2024 Fall TMU Trad**

Program: **TMU BS in Business Administration - Marketing**

Student Minor: **No records found!**

Student Concentration: **No records found!**

Detail Level: **Learning Indicator**

Campus Code: **No records found!**

Delivery Mode: **No records found!**

Outcome Set	Outcome Code	Outcome Description	Total Assessments	Outcome Rubric Distribution	Success
TMU BS in Business Administration - Marketing	U.BS.BUS.MKT.01	Demonstrate ability to construct effective marketing strategies.			
	U.BS.BUS.MKT.1.PI3	Final product has high potential for effectiveness.	30	100.0%	100 %
	U.BS.BUS.MKT.1.PI2	An appropriate methodology is used.	30	100.0%	100 %
	U.BS.BUS.MKT.1.PI1	The target market is properly identified.	30	100.0%	100 %

Outcome Set	Outcome Code	Outcome Description	Total Assessments	Outcome Rubric Distribution	Success
Average Student Performance Level across all PIs			90	100.0%	100 %
TMU BS in Business Administration - Marketing	U.BS.BUS.MKT.03	Evaluate marketing approaches through a Biblical filter.			
	U.BS.BUS.MKT.3.PI1	Accurately identifies the distinctive characteristics of a Christian market.	30	100.0%	100 %
	U.BS.BUS.MKT.3.PI2	Identifies biblically consistent strategies for marketing to any audience.	30	100.0%	100 %
	U.BS.BUS.MKT.3.PI3	Utilizes biblical principles to effectively respond to questionable situations that could potentially harm the testimony of the individuals involved.	30	100.0%	100 %
Average Student Performance Level across all PIs			90	100.0%	100 %
Average Student Performance Level across all PIs			180	100.0%	100 %