



## Report Parameters

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

Level: **Program**

Term: **2024 Fall TMU Trad, 2024 Spring TMU Trad and 2 more...**

Program: **TMU BA in Marketing Media**

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 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.	43	<div><div>79.1%</div><div>20.9%</div></div>	100 %
	U.BA.MKTM.2.PI3	The student has included a pitch for the film/video project that would be attractive to potential financial supporters.	43	<div><div>79.1%</div><div>20.9%</div></div>	100 %
	U.BA.MKTM.2.PI4	The project demonstrates that the student has effectively identified and completed necessary shot preparation activities.	43	<div><div>79.1%</div><div>20.9%</div></div>	100 %

Outcome Set	Outcome Code	Outcome Description	Total Assessments	Outcome Rubric Distribution	Success
	U.BA.MKTM.2.PI2	The student has effectively conceptualized the film/video project.	43	79.1% 20.9%	100 %
Average Student Performance Level across all PIs			172	79.1% 20.9%	100 %
TMU BA in Marketing Media	U.BA.MKTM.5	Demonstrate strong business communication skills.			
	U.BA.MKTM.5.PI2	Balanced, clear, body with appropriate variety.	196	96.9% 2.06% 1.04%	99 %
	U.BA.MKTM.5.PI1	Clear and appropriate introduction.	196	96.9% 2.06% 1.04%	99 %
	U.BA.MKTM.5.PI3	Clear and appropriate conclusion.	196	96.9% 2.06% 1.04%	99 %
	U.BA.MKTM.5.PI4	Key message and concepts are appropriately developed.	196	96.9% 2.06% 1.04%	99 %
	U.BA.MKTM.5.PI5	The presentation has clear organization and structure.	196	80.6% 18.9% 0.5%	99 %

Outcome Set	Outcome Code	Outcome Description	Total Assessments	Outcome Rubric Distribution	Success
Average Student Performance Level across all PIs			980	<div><div>93.7%</div><div>5.8%</div></div>	99 %
Average Student Performance Level across all PIs			1152	<div><div>91.5%</div><div>8.1%</div></div>	100 %