



**Report Parameters**

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

Level: **Program**

Term: **2022 Spring TMU Trad, 2023 Fall TMU Trad and 2 more...**

Student Minor: **No records found!**

Student Concentration: **No records found!**


Detail Level: **Outcome**

Campus Code: **No records found!**

Delivery Mode: **No records found!**

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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.	84	<p>81.0% 19.0%</p>	100 %
TMU BA in Marketing Media	U.BA.MKTM.3	Demonstrate a working knowledge of marketing.	110	<p>61.8% 33.6% 4.5%</p>	95 %
TMU BA in Marketing Media	U.BA.MKTM.4	Demonstrate the ability to identify biblical imperatives for a given business situation.	80	<p>95.0% 5.0%</p>	100 %
TMU BA in Marketing Media	U.BA.MKTM.5	Demonstrate strong business communication skills.	855	<p>89.9% 10.1%</p>	100 %

Outcome Set	Outcome Code	Outcome Description	Total Assessments	Outcome Rubric Distribution	Success
		Average Student Performance Level across all PLOs	1129	 <p>86.9% 12.7% 0.4%</p>	100 %