

ORU MASTER OUTCOME RUBRIC

Academic Department:

Business

Program Name: (Major, Major/Concentration)

Marketing

Program Outcome Number:

1

Program Outcome Description:

Graduates will be able to identify appropriate business behaviors for Christian business practitioners. [Christian Worldview; Professionalism]

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
MKT-1-A-Christian Values	Christian Values	Uses appropriate content to illustrate mastery in understanding of Christian values	Uses appropriate content to illustrate a solid understanding of Christian values	Uses appropriate content to illustrate an adequate understanding of Christian values	Uses appropriate content to illustrate a superficial awareness of Christian values	No understanding of Christian values
MKT-1-B-Biblical Support	Biblical Support	Demonstrates skillful use of Biblical references to support value conclusions	Demonstrates consistent use of Biblical references to support value conclusions	Demonstrates some use of Biblical references to support value conclusions	Demonstrates minimal use of Biblical references to support value conclusions	No Biblical references evident

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Program Outcome Description: *Graduates will apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner [Core Business Knowledge and Application].*

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
MKT-2-A-Overall Score on the MFT	Overall Score on the MFT	Scored a minimum of 80th percentile as a group on the MFT	As a group, scored a minimum of 60th percentile or better (but less than 80th) on the MFT	As a group, scored a minimum of 40th percentile or better (but less than 60th) on the MFT	As a group, scored a minimum of 20th percentile or better (but less than 40th) on the MFT	Scored below 20 th percentile as a group on the MFT
MKT-2-B-Marketing	Marketing	Scored a minimum of 80th percentile as a group on the Marketing portion of the MFT	As a group, scored a minimum of 60th percentile or better (but less than 80th) on the Marketing portion of the MFT	As a group, scored a minimum of 40th percentile or better (but less than 60th) on the Marketing portion of the MFT	As a group, scored a minimum of 20th percentile or better (but less than 40th) on the Marketing portion of the MFT	Scored below 20th percentile as a group on the Marketing portion of the MFT

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Academic Department: Business

Program Name: (Major, Major/Concentration) Marketing

Program Outcome Number: 3

Program Outcome Description: *Graduates will use effective oral communication skills in the context of business through formal or informal oral presentations and/or other business-related projects requiring oral communication [Oral Communication]*

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
MKT-3-A-Organization	Organization	Organizational pattern (sequenced material with transitions) is clearly and consistently observable and is skillful in making the content of the presentation cohesive	Organizational pattern (sequenced material with transitions) is clearly and consistently observable within the presentation.	Organizational pattern (sequenced material with transitions) is intermittently observable within the presentation.	Organizational pattern (sequenced material with transitions) is rarely observable within the presentation.	Assignment not completed
MKT-3-B-Language	Language	Language was always articulated due to volume and rate; language choices were always professional.	Language was often articulated due to volume and rate; language choices were often professional.	Language was seldom articulated due to volume and rate; language choices were seldom professional.	Language was not articulated due to volume and rate; language choices were unprofessional.	Assignment not completed
MKT-3-C-Delivery	Delivery	Delivery techniques (posture, gestures, eye contact) make the speaker appear polished and confident and delivery enhances the presentation.	Delivery techniques (posture, gestures, eye contact) make the speaker appear comfortable.	Delivery techniques (posture, gestures, eye contact) make the speaker appear tentative.	Delivery techniques (posture, gestures, eye contact) make the speaker appear uncomfortable and detract from the presentation.	Assignment not completed

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Program Outcome Description:

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
MKT-4-A-Attendance/Engagement	Attendance/Engagement	Always attended group meetings	Frequently attended group meetings	Seldom attended group meetings	Attended 1 or 2 group meetings	Never attended group meetings
MKT-4-B-Quality of Ideas/Work	Quality of Ideas/Work	Always contributed high quality ideas and high quality work	Frequently contributed high quality ideas and high quality work	Seldom contributed high quality ideas and high quality work	Rarely contributed high quality ideas and high quality work	Never contributed
MKT-4-C-Timeliness	Timeliness	Always met group deadlines	Frequently met group deadlines	Seldom met group deadlines	Rarely met group deadlines	Never met deadlines
MKT-4-D-Fosters Team Climate	Fosters Team Climate	Supports a constructive team climate by doing all of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Supports a constructive team climate by doing any three of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Supports a constructive team climate by doing any two of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Supports a constructive team climate by doing any one of the following: Treats team members respectfully by being polite and open; Actively engaged without distractions (cell phones, texting); Helps to resolve conflict in a way that strengthens the team; Provides assistance and/or encouragement to team members.	Did not support a constructive team climate

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Academic Department:

Program Name: (Major, Major/Concentration)

Program Outcome Number:

Program Outcome Description: *Graduates will use effective written communication skills in the context of business through formal or informal written reports, papers, or other written business-related projects [Written Communication].*

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
MKT-5-A-Grammar and Spelling	Grammar and Spelling	Correct grammar and spelling are flawless. The paper is of publishable quality.	Correct grammar and spelling are frequently evident with a few minor punctuation or spelling errors.	Correct grammar and spelling are evident at times with several mistakes in punctuation or spelling.	Correct grammar and spelling are rarely evident with continual mistakes in punctuation and spelling.	No attempt was made to use accurate grammar and spelling.
MKT-5-B-Organization	Organization	Organizational pattern (sequenced material with transitions) is clearly and consistently observable and is skillful in making the content cohesive.	Organizational pattern (sequenced material with transitions) is clearly and consistently observable.	Organizational pattern (sequenced material with transitions) is intermittently observable.	Organizational pattern (sequenced material with transitions) is disjointed and rarely observable.	No attempt was made to sequence material with transitions.
MKT-5-C-Content	Content	Uses appropriate content to illustrate mastery of the subject matter	Uses appropriate content to illustrate a solid understanding of the subject matter	Uses appropriate content to illustrate an adequate understanding of the subject matter	Uses appropriate content to illustrate a superficial awareness of the subject matter	No understanding of the content or subject matter
MKT-5-D-Vocabulary	Vocabulary	Language was always professional, objective, and written in 3 rd person.	Language was often professional, objective, and written in 3 rd person.	Language was seldom professional, objective, or not written in 3 rd person.	Language was unprofessional (using slang terms and exaggerations) with informal opinionated statements and constant use of first person.	Language was unintelligible.
MKT-5-E-Sources and Evidence	Sources and Evidence	Demonstrates skillful use of high-quality, credible, sources to develop ideas	Demonstrates consistent use of credible sources	Demonstrates some use of credible sources	Demonstrates minimal use of credible sources	No sources evident
MKT-5-F-APA Format	APA Format	APA format is correctly used in both in-text citations and reference page.	Maximum of 3 errors noted in APA formatting	Maximum of 5 errors noted in APA formatting	6 or more errors are noted in APA formatting	APA format was not attempted.

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MKT-6-A-Situation Analysis	Situation Analysis	Excellent application of Situation Analysis methodology to include a comprehensive SWOT Analysis.	Good application of Situation Analysis methodology to include a comprehensive SWOT Analysis.	Adequate application of Situation Analysis methodology to include a comprehensive SWOT Analysis.	Poor application of Situation Analysis methodology and no comprehensive SWOT Analysis.	No Situation Analysis or SWOT analysis attempted.
MKT-6-B-Segmentation, Targeting, Positioning Strategy	Segmentation, Targeting, Positioning Strategy	Excellent application of Segmentation, Targeting and Positioning methodology.	Good application of Segmentation, Targeting and Positioning methodology.	Adequate application of Segmentation, Targeting and Positioning methodology.	Poor application of Segmentation, Targeting and Positioning methodology.	Application of Segmentation, Targeting and Positioning methodology not attempted.
MKT-6-C-4P Tactical Marketing Programs	4P Tactical Marketing Programs	Excellent tactical approaches identified for the 4 Ps.	Good tactical approaches identified for the 4 Ps.	Adequate tactical approaches identified for the 4 Ps.	Poor tactical approaches identified for the 4 Ps.	No tactical approaches identified for the 4 Ps.