

# ORU MASTER OUTCOME RUBRIC

Academic Department:

*Business*

Program Name: (Major, Major/Concentration)

*MKT-OL*

Program Outcome Number:

*1*

Program Outcome Description:

*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-OL-1-A-Christian Values	<b>Christian Values</b>	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-OL-1-B-Biblical Support	<b>Biblical Support</b>	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  
Number:

*2*

Program Outcome  
Description:

*Demonstrates effective core business knowledge and application as evidenced by score on Peregrine Business Administration Comprehensive Exam.*

Outcome Criteria	Criterion Description/Name	Level 4 Description	Level 3 Description	Level 2 Description	Level 1 Description	Level 0 Description
MKT-OL-2-A-Overall Score on the Peregrine Exam	<b>Overall Score on the Peregrine Exam</b>	Scored a minimum of 80 <sup>th</sup> percentile (or 80%)	Scored between 60 <sup>th</sup> and 79 <sup>th</sup> percentile (or between 60% and 79%)	Scored between 40 <sup>th</sup> and 59 <sup>th</sup> percentile (or between 40% and 59%)	Scored between 20 <sup>th</sup> and 39 <sup>th</sup> percentile (or between 20% and 39%)	Scored below 20 <sup>th</sup> percentile (or below 20%)

## ORU MASTER OUTCOME RUBRIC

Academic Department: Business

Program Name: (Major, Major/Concentration) MKT-OL

Program Outcome Number: 3

Program Outcome Description: *Demonstrates 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-OL-3-A-Organization	<b>Organization</b>	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-OL-3-B-Language	<b>Language</b>	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-OL-3-C-Delivery	<b>Delivery</b>	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

## ORU MASTER OUTCOME RUBRIC

Academic Department: Business

Program Name: (Major, Major/Concentration) MKT-OL

Program Outcome Number: 4

Program Outcome Description: *Demonstrates 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-OL-4-A-Grammar and Spelling	<b>Grammar and Spelling</b>	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-OL-4-B-Organization	<b>Organization</b>	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-OL-4-C-Content	<b>Content</b>	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-OL-4-D-Vocabulary	<b>Vocabulary</b>	Language was always professional, objective, and written in 3 <sup>rd</sup> person	Language was often professional, objective, and written in 3 <sup>rd</sup> person	Language was seldom professional, objective, or not written in 3 <sup>rd</sup> person	Language was unprofessional (using slang terms and exaggerations) with informal opinionated statements and constant use of first person.	Language was unintelligible.
MKT-OL-4-E-Sources and Evidence	<b>Sources and Evidence</b>	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-OL-4-F-APA Format	<b>APA Format</b>	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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Program Outcome Description:

Outcome Criteria	Criterion Description/Name	Level 4 Description Excellent	Level 3 Description Good	Level 2 Description Fair	Level 1 Description Poor	Level 0 Description Not Attempted
MKT-OL-5-A-Situation Analysis	<b>Situation Analysis</b>	Excellent application of situation analysis methodology to include a comprehensive SWOT analysis.	Good application of situation analysis methodology to include a good SWOT analysis.	Adequate application of situation analysis methodology to include an adequate SWOT analysis.	Poor application of situation analysis methodology to include a poor SWOT analysis.	Situation analysis or SWOT analysis not attempted.
MKT-OL-5-B-Segmentation, Targeting, Positioning Strategy	<b>Segmentation, Targeting, Positioning Strategy</b>	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-OL-5-C-4P Tactical Marketing Programs	<b>4P Tactical Marketing Programs</b>	Excellent tactical approaches identified for the 4Ps.	Good tactical approaches identified for the 4Ps.	Adequate tactical approaches identified for the 4Ps.	Poor tactical approaches identified for the 4Ps.	No tactical approaches identified for the 4Ps.