

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	92	97	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	94	88	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	96	92	<div></div>	<div></div>	<div></div>
Final Role-play	79	82	<div></div>	<div></div>	<div></div>
Overall	282	98	<div></div>	<div></div>	<div></div>



Student: Amanda(JiaYang) He
School: Oakville Trafalgar HS
Association: Ontario
Competitive Event: Apparel and Accessories Marketing Series

Comprehensive Exam Marketing Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	100	100	100	<div></div>	<div></div>
Channel Management	66	66	71	<div></div>	<div></div>
Communications	100	100	100	<div></div>	<div></div>
Customer Relations	100	100	100	<div></div>	<div></div>
Economics	100	100	100	<div></div>	<div></div>
Emotional Intelligence	100	100	100	<div></div>	<div></div>
Financial Analysis	100	100	100	<div></div>	<div></div>
Information Management	75	100	80	<div></div>	<div></div>
Market Planning	75	66	80	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	92	100	90	<div></div>	<div></div>
Operations	100	100	100	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	80	50	80	<div></div>	<div></div>
Promotion	90	80	90	<div></div>	<div></div>
Selling	87	66	87	<div></div>	<div></div>

Preliminary Role-play #1 Promotion					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Identify components of a retail image?	✓	100	<div></div>	<div></div>	<div></div>
2. Explain the nature of effective communications?	✓	100	<div></div>	<div></div>	<div></div>
3. Identify the elements of the promotional mix?	✓	100	<div></div>	<div></div>	<div></div>
4. Describe word-of-mouth channels used to communicate with targeted audience?	✓	76	<div></div>	<div></div>	<div></div>
5. Explain types of advertising media?	✓	98	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	79	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		69	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	93	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	100	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	100	<div></div>	<div></div>	<div></div>

Final Role-play Product/Service Management					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the nature of product/service branding?	✓	66	<div></div>	<div></div>	<div></div>
2. Describe factors used by marketers to position products/services?	✓	85	<div></div>	<div></div>	<div></div>
3. Identify components of a retail image?	✓	83	<div></div>	<div></div>	<div></div>
4. Explain the relationship between customer service and distribution?	✓	83	<div></div>	<div></div>	<div></div>
5. Determine factors affecting business risk?	✓	85	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	100	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		50	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	100	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		60	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	100	<div></div>	<div></div>	<div></div>

Preliminary Role-play #2 Marketing-Information Management					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Describe the need for marketing data?	✓	83	<div></div>	<div></div>	<div></div>
2. Identify information monitored for marketing decision making?	✓	83	<div></div>	<div></div>	<div></div>
3. Discuss the nature of sampling plans?	✓	83	<div></div>	<div></div>	<div></div>

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

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4. Scan the marketplace to identify factors that could influence merchandising decisions?	✓	88	<div></div>	<div></div>	<div></div>
5. Explain the role of situation analysis in the marketing planning process?	✓	79	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	92	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		45	<div></div>	<div></div>	<div></div>
8. Communicate clearly?		51	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	89	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	100	<div></div>	<div></div>	<div></div>

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