

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	83	49	<div></div>	<div></div>	<div></div>
Preliminary Case Study	73	54	<div></div>	<div></div>	<div></div>
Overall	156	42	<div></div>	<div></div>	<div></div>



Student: Matthew Ding
School: The Woodlands School
Association: Ontario
Competitive Event: Marketing Management Team Decision Making

Comprehensive Exam Marketing Career Cluster Exam				
	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	50	50	66	<div></div>
Channel Management	83	80	85	<div></div>
Communications	100	100	100	<div></div>
Customer Relations	50	50	66	<div></div>
Economics	100	100	100	<div></div>
Emotional Intelligence	87	75	80	<div></div>
Financial Analysis	80	66	83	<div></div>
Information Management	75	66	80	<div></div>
Market Planning	75	50	75	<div></div>
Marketing	100	100	100	<div></div>
Marketing-Information Management	71	42	66	<div></div>
Operations	100	100	100	<div></div>
Pricing	100	100	100	<div></div>
Product/Service Management	84	50	80	<div></div>
Professional Development	80	50	80	<div></div>
Promotion	81	66	80	<div></div>
Selling	87	66	85	<div></div>

Preliminary Case Study Market Planning				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain the nature of marketing planning?	✓	88	<div></div>	<div></div>
2. Explain the nature of marketing plans?	✓	77	<div></div>	<div></div>
3. Explain the concept of marketing strategies?	✓	77	<div></div>	<div></div>
4. Explain the concept of market and market identification?	✓	100	<div></div>	<div></div>
5. Identify company's brand promise?	✓	90	<div></div>	<div></div>
6. Describe factors used by marketers to position products/services?		50	<div></div>	<div></div>
7. Identify communications channels used in sales promotion?		40	<div></div>	<div></div>
8. Reason effectively and use systems thinking?	✓	83	<div></div>	<div></div>
9. Make judgments and decisions, and solve problems?	✓	83	<div></div>	<div></div>
10. Communicate clearly and show evidence of collaboration?	✓	83	<div></div>	<div></div>
11. Show evidence of creativity?		42	<div></div>	<div></div>
12. Overall impression and responses to the judge's questions		50	<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.