

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	83	48			
Preliminary Fact Sheets and Oral Presentation	90	82			
Final Fact Sheets and Oral Presentation	83	61			
Overall	173	56			



**Student:** Sharon Chatha  
**School:** Turner Fenton HS  
**Association:** Ontario  
**Competitive Event:** Fashion Merchandising Promotion Plan

Comprehensive Exam Marketing Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	50	50	66		
Channel Management	83	100	100		
Communications	100	100	100		
Customer Relations	100	100	100		
Economics	60	50	66		
Emotional Intelligence	87	66	83		
Financial Analysis	100	100	100		
Information Management	50	33	60		
Market Planning	100	100	100		
Marketing	100	100	100		
Marketing-Information Management	78	100	83		
Operations	100	100	100		
Pricing	100	100	100		
Product/Service Management	76	40	72		
Professional Development	80	66	83		
Promotion	81	75	81		
Selling	87	100	88		

Preliminary Fact Sheets and Oral Presentation					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One-page description of the promotion plan	✓	88			
2. The fact sheets show evidence of a realistic know ledge of fashion merchandising and are well-organized and presented in a logical manner	✓	88			
3. The fact sheets have a professional layout and contain proper grammar, spelling and word usage	✓	100			
4. The description of the store and objectives of the promotion plan are clearly defined	✓	88			
5. The schedule of events show s continuity and logical order	✓	85			
6. The schedule of events is clearly identified and support the promotional areas of special events, advertising, display, publicity and in-store activities	✓	85			
7. The responsibility sheet is compatible w ith the size and location of the store as described	✓	87			
8. The budget is realistic for the promotion plan based on size and location of the store. All costs that w ould be incurred have been considered	✓	87			

Final Fact Sheets and Oral Presentation					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One-page description of the promotion plan	✓	83			
2. The fact sheets show evidence of a realistic know ledge of fashion merchandising and are well-organized and presented in a logical manner	✓	100			
3. The fact sheets have a professional layout and contain proper grammar, spelling and word usage	✓	66			
4. The description of the store and objectives of the promotion plan are clearly defined	✓	60			
5. The schedule of events show s continuity and logical order	✓	50			
6. The schedule of events is clearly identified and support the promotional areas of special events, advertising, display, publicity and in-store activities	✓	66			
7. The responsibility sheet is compatible w ith the size and location of the store as described	✓	80			
8. The budget is realistic for the promotion plan based on size and location of the store. All costs that w ould be incurred have been considered	✓	80			

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 know ledge and skill to be employed in an entry-level position in the career area.

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<b>Student:</b>	Sharon Chatha
<b>School:</b>	Turner Fenton HS
<b>Association:</b>	Ontario
<b>Competitive Event:</b>	Fashion Merchandising Promotion Plan

Preliminary Fact Sheets and Oral Presentation							Final Fact Sheets and Oral Presentation						
	Met Prof	Intl %ile	NV	BE	ME	EE		Met Prof	Intl %ile	NV	BE	ME	EE
9. The promotion plan stresses the benefits to the retail establishment	✓	87	<div></div>	<div></div>	<div></div>	<div></div>	9. The promotion plan stresses the benefits to the retail establishment	✓	75	<div></div>	<div></div>	<div></div>	<div></div>
10.The promotion plan show s real creativity and uses a unique and effective approach. The visual aids, if used, clarify and/or enhance the promotion plan	✓	85	<div></div>	<div></div>	<div></div>	<div></div>	10.The promotion plan show s real creativity and uses a unique and effective approach. The visual aids, if used, clarify and/or enhance the promotion plan		40	<div></div>	<div></div>	<div></div>	<div></div>
11.The oral presentation show s evidence of realistic know ledge of promotion principles and is w ell-organized and presented in a logical manner	✓	100	<div></div>	<div></div>	<div></div>	<div></div>	11.The oral presentation show s evidence of realistic know ledge of promotion principles and is w ell-organized and presented in a logical manner	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
12.Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	✓	100	<div></div>	<div></div>	<div></div>	<div></div>	12.Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	✓	66	<div></div>	<div></div>	<div></div>	<div></div>

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