Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	78	59			
Preliminary Role-play #1	98	94			
Preliminary Role-play #2	78	46			
Overall	254	67			

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2018 International Career Development Conference

Student:	Michelle Park
School:	Vincent Massey SS
Association:	Ontario
Competitive Event:	Marketing Communications Series

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	100	100	100	
Channel Management	33	33	42	
Communications	100	100	100	
Customer Relations	50	50	50	
Economics	40	33	40	
Emotional Intelligence	87	66	80	
Financial Analysis	60	33	60	
Information Management	75	50	75	
Market Planning	75	50	80	
Marketing	100	100	100	
Marketing-Information Management	92	100	90	
Operations	80	50	75	
Pricing	66	50	66	
Product/Service Management	100	100	100	
Professional Development	80	50	83	
Promotion	63	40	55	
Selling	87	66	83	

Preliminary Role-play #1
Product/Service Management

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the nature of communications plan?	✓	79	
2. Develop communications plan?	✓	86	
3. Explain the concept of \"product\" in marketing communications?	✓	90	
4. Generate marketing communications ideas?	✓	83	
5. Describe factors used by businesses to position corporate brands?	✓	96	
6. Reason effectively and use systems thinking?	✓	84	
7. Make judgments and decisions, and solve problems?	✓	83	
8. Communicate clearly?	✓	80	
9. Show evidence of creativity?		58	
10. Overall impression and responses to the judge's questions	✓	84	

Preliminary Role-play #2
Selling

	Met Prof	Intl %ile	NV BE ME EE
1. Generate marketing communications ideas?	✓	80	
2. Set up cross-promotions?	✓	62	
3. Explain key factors in building a clientele?	✓	82	

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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Preliminary Role-play #2
Selling

	Met Prof	Intl %ile	NV	BE	ME	EE
4. Explain company selling policies?	✓	70				
5. Discuss motivational theories that will impact buying behavior?	✓	48				
6. Reason effectively and use systems thinking?	✓	83				
7. Make judgments and decisions, and solve problems?		52				
8. Communicate clearly?		44				
9. Show evidence of creativity?	✓	76				
10. Overall impression and responses to the judge's questions		40				

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