

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	77	66	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	73	59	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	99	98	<div></div>	<div></div>	<div></div>
Overall	249	72	<div></div>	<div></div>	<div></div>



**Student:** Breana Dudemaine  
**School:** Michael Power/St. Joseph HS  
**Association:** Ontario  
**Competitive Event:** Food Marketing Series

Comprehensive Exam Marketing Career Cluster Exam				
	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	50	50	66	<div></div>
Channel Management	66	66	71	<div></div>
Communications	100	100	100	<div></div>
Customer Relations	50	50	66	<div></div>
Economics	60	33	60	<div></div>
Emotional Intelligence	100	100	100	<div></div>
Financial Analysis	80	66	80	<div></div>
Information Management	50	50	60	<div></div>
Market Planning	75	50	80	<div></div>
Marketing	100	100	100	<div></div>
Marketing-Information Management	64	33	58	<div></div>
Operations	80	50	80	<div></div>
Pricing	100	100	100	<div></div>
Product/Service Management	84	33	80	<div></div>
Professional Development	60	33	60	<div></div>
Promotion	81	75	80	<div></div>
Selling	87	66	83	<div></div>

Preliminary Role-play #1 Marketing				
	Met Prof	Intl %ile	NV	BE ME EE
1. Describe marketing functions and related activities?	✓	62	<div></div>	
2. Explain factors that influence customer/client/business buying behavior?	✓	65	<div></div>	
3. Demonstrate connections between company actions and results?		51	<div></div>	
4. "Sell" ideas to others?		55	<div></div>	
5. Assess product packaging requirements?	✓	77	<div></div>	
6. Reason effectively and use systems thinking?		71	<div></div>	
7. Make judgments and decisions, and solve problems?	✓	82	<div></div>	
8. Communicate clearly?	✓	72	<div></div>	
9. Show evidence of creativity?	✓	72	<div></div>	
10. Overall impression and responses to the judge's questions		57	<div></div>	

Preliminary Role-play #2 Promotion				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain types of advertising media?	✓	85	<div></div>	
2. Explain the components of advertisements?	✓	88	<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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Preliminary Role-play #2 Promotion					
	Met Prof	Intl %ile	NV	BE	ME EE
3. Explain the importance of coordinating elements in advertisements?	✓	93	<div></div>	<div></div>	<div></div>
4. Explain the nature of product/service branding?	✓	82	<div></div>	<div></div>	<div></div>
5. Identify a product/service's competitive advantage?	✓	84	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	85	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	81	<div></div>	<div></div>	<div></div>
8. Communicate clearly?		72	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	90	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	94	<div></div>	<div></div>	<div></div>

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