Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	77	56			
Preliminary Role-play #1	98	94			
Preliminary Role-play #2	84	60			
Overall	259	74			

DECA™

2018 International Career Development Conference

Student:	Esa Ahmad
School:	Turner Fenton HS
Association:	Ontario
Competitive Event:	Marketing Communications Series

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	50	66	66	
Channel Management	33	33	42	
Communications	75	50	66	
Customer Relations	50	50	50	
Economics	60	66	60	
Emotional Intelligence	75	33	60	
Financial Analysis	80	66	80	
Information Management	100	100	100	
Market Planning	100	100	100	
Marketing	100	100	100	
Marketing-Information Management	71	50	60	
Operations	100	100	100	
Pricing	100	100	100	
Product/Service Management	84	50	80	
Professional Development	100	100	100	
Promotion	54	20	44	
Selling	100	100	100	

Preliminary Role-play #1
Product/Service Management

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the nature of communications plan?	✓	87	
2. Develop communications plan?	✓	88	
3. Explain the concept of \"product\" in marketing communications?	✓	87	
4. Generate marketing communications ideas?	✓	92	
5. Describe factors used by businesses to position corporate brands?	✓	78	
6. Reason effectively and use systems thinking?	✓	65	
7. Make judgments and decisions, and solve problems?	✓	93	
8. Communicate clearly?	✓	96	
9. Show evidence of creativity?	✓	93	
10. Overall impression and responses to the judge's questions	✓	96	

Preliminary Role-play #2
Selling

	Met Prof	Intl %ile	NV BE ME EE
1. Generate marketing communications ideas?	✓	61	
2. Set up cross-promotions?	✓	41	
3. Explain key factors in building a clientele?	✓	89	

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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Comprehensive Exam	77	56			
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2018 International Career Development Conference

Student: Esa Ahmad
School: Turner Fenton HS
Association: Ontario
Competitive Event: Marketing Communications Series

Preliminary Role-play #2
Selling

	Met Prof	Intl %ile	NV	BE	ME	EE
4. Explain company selling policies?	✓	92				
5. Discuss motivational theories that will impact buying behavior?	✓	86				
6. Reason effectively and use systems thinking?	✓	100				
7. Make judgments and decisions, and solve problems?	✓	95				
8. Communicate clearly?	✓	100				
9. Show evidence of creativity?		63				
10. Overall impression and responses to the judge's questions	✓	100				

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

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