Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	77	44			
Preliminary Case Study	92	92			
Final Case Study	87	80			
Overall	169	55			

DECA™

2018 International Career Development Conference

Student:	Chris Li
School:	Markville HS
Association:	Ontario
Competitive Event:	Buying and Merchandising Team Decision Making

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	50	50	66	
Channel Management	50	60	57	
Communications	100	100	100	
Customer Relations	50	50	66	
Economics	80	75	83	
Emotional Intelligence	87	66	83	
Financial Analysis	100	100	100	
Information Management	75	66	80	
Market Planning	75	50	80	
Marketing	100	100	100	
Marketing-Information Management	57	28	53	
Operations	100	100	100	
Pricing	66	50	75	
Product/Service Management	92	75	90	
Professional Development	100	100	100	
Promotion	63	42	63	
Selling	75	33	77	

Preliminary Case Study
Product/Service Management

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the concept of product mix?	✓	90	
2. Describe the nature of product bundling?	✓	90	
3. Identify the impact of product life cycles on marketing decisions?	✓	90	
4. Describe factors used by marketers to position products/services?	✓	90	
5. Explain factors affecting pricing decisions?	✓	90	
6. Explain company selling policies?	✓	90	
7. Determine factors affecting business risk?	✓	88	
8. Reason effectively and use systems thinking?	✓	83	
9. Make judgments and decisions, and solve problems?	✓	100	
10. Communicate clearly and show evidence of collaboration?	✓	100	
11. Show evidence of creativity?	✓	100	
12. Overall impression and responses to the judge's questions	✓	100	

Final Case Study
Information Management

	Met Prof	Intl %ile	NV BE ME EE
1. Discuss the nature of information management?	✓	80	
2. Assess information needs?	✓	83	
3. Draw conclusions based on information analysis?	✓	80	
4. Apply information to accomplish a task?	✓	83	
5. Explain the role of ethics in information management?	✓	100	
6. Describe the role of technology in product/service management?	✓	60	
7. \"Sell\" ideas to others?	✓	83	
8. Reason effectively and use systems thinking?	✓	100	
9. Make judgments and decisions, and solve problems?	✓	75	
10. Communicate clearly and show evidence of collaboration?		60	
11. Show evidence of creativity?	✓	75	
12. Overall impression and responses to the judge's questions	✓	75	

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.