Category	Normal score	International %ile			
		%ile	low	mid	high
Comprehensive Exam	89	94			
Preliminary Role-play #1	88	76			
Preliminary Role-play #2	100	100			
Final Role-play	60	12			
Overall	277	97			

DECA™

2018 International Career Development Conference

Student: Brianna Fan
School: Bayview SS
Association: Ontario
Competitive Event: Business Service Marketing Series

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	100	100	100	
Channel Management	66	66	71	
Communications	100	100	100	
Customer Relations	100	100	100	
Economics	40	33	40	
Emotional Intelligence	100	100	100	
Financial Analysis	60	33	60	
Information Management	75	100	80	
Market Planning	100	100	100	
Marketing	100	100	100	
Marketing-Information Management	78	60	75	
Operations	100	100	100	
Pricing	100	100	100	
Product/Service Management	100	100	100	
Professional Development	100	100	100	
Promotion	100	100	100	
Selling	100	100	100	

Preliminary Role-play #1
Customer Relations

	Met Prof	Intl %ile	NV BE ME EE
1. Communicate core values of a product/service?	✓	73	
2. Determine ways of reinforcing the company's image through employee performance?	✓	67	
3. Develop rapport with customers?	✓	58	
4. Handle customer/client complaints?	✓	81	
5. Discuss actions employees can take to achieve the company's desired results?	✓	85	
6. Reason effectively and use systems thinking?	✓	85	
7. Make judgments and decisions, and solve problems?	✓	90	
8. Communicate clearly?		48	
9. Show evidence of creativity?	✓	71	
10. Overall impression and responses to the judge's questions	✓	91	

Final Role-play
Marketing-Information Management

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the role of customer service as a component of selling relationships?		16	
2. Identify data monitored for marketing decision making?		42	
3. Describe data collection methods?		33	
4. Leverage data to support real-time customization of customer interactions?		28	
5. Explain the nature of effective communications?		33	
6. Reason effectively and use systems thinking?		33	
7. Make judgments and decisions, and solve problems?		33	
8. Communicate clearly?		33	
9. Show evidence of creativity?		66	
10. Overall impression and responses to the judge's questions		66	

Preliminary Role-play #2
Marketing

	Met Prof	Intl %ile	NV BE ME EE
1. Identify a product/service's competitive advantage?	✓	100	
2. Explain the selling process?	✓	96	

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.

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	89	94			
Preliminary Role-play #1	88	76			
Preliminary Role-play #2	100	100			
Final Role-play	60	12			
Overall	277	97			

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Preliminary Role-play #2
Marketing

	Met Prof	Intl %ile	NV BE ME EE
3. Explain factors that influence customer/client/business buying behavior?	✓	100	
4. Discuss actions employees can take to achieve the company's desired results?	✓	100	
5. Demonstrate connections between company actions and results?	✓	100	
6. Reason effectively and use systems thinking?	✓	100	
7. Make judgments and decisions, and solve problems?	✓	100	
8. Communicate clearly?	✓	100	
9. Show evidence of creativity?	✓	95	
10. Overall impression and responses to the judge's questions	✓	97	

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

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