

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	83	75	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	92	79	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	98	95	<div></div>	<div></div>	<div></div>
Final Role-play	100	100	<div></div>	<div></div>	<div></div>
Overall	273	91	<div></div>	<div></div>	<div></div>



Student: Ivan Qian
School: Bayview 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	50	66	66	<div></div>	
Channel Management	66	66	71	<div></div>	
Communications	100	100	100	<div></div>	
Customer Relations	100	100	100	<div></div>	
Economics	80	100	80	<div></div>	
Emotional Intelligence	87	66	80	<div></div>	
Financial Analysis	100	100	100	<div></div>	
Information Management	100	100	100	<div></div>	
Market Planning	100	100	100	<div></div>	
Marketing	100	100	100	<div></div>	
Marketing-Information Management	71	50	60	<div></div>	
Operations	100	100	100	<div></div>	
Pricing	100	100	100	<div></div>	
Product/Service Management	92	75	90	<div></div>	
Professional Development	80	50	83	<div></div>	
Promotion	63	40	55	<div></div>	
Selling	75	33	66	<div></div>	

Preliminary Role-play #1 Product/Service Management				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain the nature of communications plan?	✓	95	<div></div>	
2. Develop communications plan?	✓	90	<div></div>	
3. Explain the concept of \"product\" in marketing communications?	✓	77	<div></div>	
4. Generate marketing communications ideas?	✓	81	<div></div>	
5. Describe factors used by businesses to position corporate brands?	✓	92	<div></div>	
6. Reason effectively and use systems thinking?	✓	100	<div></div>	
7. Make judgments and decisions, and solve problems?	✓	70	<div></div>	
8. Communicate clearly?	✓	63	<div></div>	
9. Show evidence of creativity?	✓	77	<div></div>	
10. Overall impression and responses to the judge's questions	✓	100	<div></div>	

Final Role-play Information Management				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain considerations in developing viral marketing campaigns?	✓	100	<div></div>	
2. Explain the concept of marketing strategies?	✓	100	<div></div>	
3. Explain ways that technology impacts marketing communications?	✓	100	<div></div>	
4. Describe current issues/trends in marketing communications?	✓	100	<div></div>	
5. Identify trends in social media space?	✓	100	<div></div>	
6. Reason effectively and use systems thinking?	✓	100	<div></div>	
7. Make judgments and decisions, and solve problems?	✓	100	<div></div>	
8. Communicate clearly?	✓	100	<div></div>	
9. Show evidence of creativity?	✓	100	<div></div>	
10. Overall impression and responses to the judge's questions	✓	100	<div></div>	

Preliminary Role-play #2 Selling				
	Met Prof	Intl %ile	NV	BE ME EE
1. Generate marketing communications ideas?	✓	92	<div></div>	
2. Set up cross-promotions?	✓	96	<div></div>	
3. Explain key factors in building a clientele?	✓	91	<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 Selling					
	Met Prof	Intl %ile	NV	BE	ME EE
4. Explain company selling policies?	✓	96	<div></div>	<div></div>	<div></div>
5. Discuss motivational theories that will impact buying behavior?	✓	96	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	86	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	82	<div></div>	<div></div>	<div></div>
8. Communicate clearly?		64	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		60	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	96	<div></div>	<div></div>	<div></div>

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