

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	79	71	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	31	10	<div></div>		
Preliminary Role-play #2	67	41	<div></div>	<div></div>	<div></div>
Overall	177	16	<div></div>	<div></div>	



Student: Daniel Ye
School: St. Joseph SS
Association: Ontario
Competitive Event: Food Marketing Series

Comprehensive Exam Marketing Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	100	100	100	<div></div>	<div></div>
Channel Management	50	33	57	<div></div>	
Communications	100	100	100	<div></div>	<div></div>
Customer Relations	100	100	100	<div></div>	<div></div>
Economics	60	33	60	<div></div>	
Emotional Intelligence	100	100	100	<div></div>	<div></div>
Financial Analysis	60	33	60	<div></div>	
Information Management	75	100	80	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	71	66	66	<div></div>	<div></div>
Operations	100	100	100	<div></div>	<div></div>
Pricing	66	50	66	<div></div>	
Product/Service Management	92	66	90	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	63	25	60	<div></div>	
Selling	62	33	50	<div></div>	

Preliminary Role-play #1 Marketing				
	Met Prof	Intl %ile	NV	BE ME EE
1. Describe marketing functions and related activities?	✓	86	<div></div>	<div></div>
2. Explain factors that influence customer/client/business buying behavior?	✓	86	<div></div>	<div></div>
3. Demonstrate connections between company actions and results?		30	<div></div>	
4. "Sell" ideas to others?		14	<div></div>	
5. Assess product packaging requirements?		38	<div></div>	
6. Reason effectively and use systems thinking?		40	<div></div>	
7. Make judgments and decisions, and solve problems?		34	<div></div>	
8. Communicate clearly?	✓	78	<div></div>	<div></div>
9. Show evidence of creativity?		8	<div></div>	
10. Overall impression and responses to the judge's questions		40	<div></div>	

Preliminary Role-play #2 Promotion				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain types of advertising media?		36	<div></div>	<div></div>
2. Explain the components of advertisements?		19	<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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Comprehensive Exam	79	71	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Preliminary Role-play #1	31	10	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Preliminary Role-play #2	67	41	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Overall	177	16	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>



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Preliminary Role-play #2 Promotion					
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3. Explain the importance of coordinating elements in advertisements?		29	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
4. Explain the nature of product/service branding?		42	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
5. Identify a product/service's competitive advantage?		44	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
6. Reason effectively and use systems thinking?		41	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
7. Make judgments and decisions, and solve problems?		45	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
8. Communicate clearly?		65	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
9. Show evidence of creativity?		12	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
10. Overall impression and responses to the judge's questions		17	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>

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