

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	83	49	<div></div>	<div></div>	<div></div>
Preliminary Case Study	72	52	<div></div>	<div></div>	<div></div>
Overall	155	42	<div></div>	<div></div>	<div></div>



**Student:** Faris Butt  
**School:** John Fraser SS  
**Association:** Ontario  
**Competitive Event:** Marketing Management Team Decision Making

Comprehensive Exam Marketing Career Cluster Exam				
	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	50	50	66	<div></div>
Channel Management	66	60	71	<div></div>
Communications	75	50	66	<div></div>
Customer Relations	100	100	100	<div></div>
Economics	80	66	80	<div></div>
Emotional Intelligence	87	75	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	0	50	50	<div></div>
Marketing-Information Management	71	42	66	<div></div>
Operations	80	50	83	<div></div>
Pricing	66	50	75	<div></div>
Product/Service Management	100	100	100	<div></div>
Professional Development	80	50	80	<div></div>
Promotion	72	50	70	<div></div>
Selling	100	100	100	<div></div>

Preliminary Case Study Market Planning				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain the nature of marketing planning?	✓	66	<div></div>	
2. Explain the nature of marketing plans?	✓	66	<div></div>	
3. Explain the concept of marketing strategies?	✓	66	<div></div>	
4. Explain the concept of market and market identification?	✓	80	<div></div>	
5. Identify company's brand promise?	✓	72	<div></div>	
6. Describe factors used by marketers to position products/services?		60	<div></div>	
7. Identify communications channels used in sales promotion?	✓	80	<div></div>	
8. Reason effectively and use systems thinking?	✓	83	<div></div>	
9. Make judgments and decisions, and solve problems?	✓	83	<div></div>	
10. Communicate clearly and show evidence of collaboration?	✓	83	<div></div>	
11. Show evidence of creativity?		57	<div></div>	
12. Overall impression and responses to the judge's questions		66	<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.