Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	89	56			
Preliminary Case Study	87	77			
Final Case Study	79	57			
Overall	176	57			

DECA

2018 International Career Development Conference

Student:	Eric Shang
School:	Marc Garneau CI
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	
Channel Management	50	40	57	
Communications	75	50	66	
Customer Relations	50	50	66	
Economics	60	33	60	
Emotional Intelligence	100	100	100	
Financial Analysis	100	100	100	
Information Management	75	66	80	
Market Planning	75	50	75	
Marketing	100	100	100	
Marketing-Information Management	92	85	91	
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 Case Study
Market Planning

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the nature of marketing planning?	✓	88	
2. Explain the nature of marketing plans?	✓	88	
3. Explain the concept of marketing strategies?	✓	100	
4. Explain the concept of market and market identification?	✓	80	
5. Identify company's brand promise?	✓	81	
6. Describe factors used by marketers to position products/services?	✓	80	
7. Identify communications channels used in sales promotion?	✓	80	
8. Reason effectively and use systems thinking?	✓	100	
9. Make judgments and decisions, and solve problems?		66	
10. Communicate clearly and show evidence of collaboration?	✓	100	
11. Show evidence of creativity?	✓	85	
12. Overall impression and responses to the judge's questions	✓	100	

Final Case Study
Customer Relations

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the nature of positive customer relations?		33	
2. Demonstrate a customer service mindset?		20	
3. Identify company's brand promise?	✓	60	
4. Reinforce service orientation through communication?	✓	60	
5. Describe the use of business ethics in promotion?	✓	75	
6. Build trust in relationships?	✓	50	
7. Describe factors used by businesses to position corporate brands?	✓	60	
8. Reason effectively and use systems thinking?	✓	66	
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	✓	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.