

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	89	93	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	95	87	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	92	80	<div></div>	<div></div>	<div></div>
Final Role-play	96	86	<div></div>	<div></div>	<div></div>
Overall	276	94	<div></div>	<div></div>	<div></div>



Student:	Esme Sanders
School:	University of Toronto Schools
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	83	100	85	<div></div>	
Communications	75	50	66	<div></div>	
Customer Relations	100	100	100	<div></div>	
Economics	80	100	80	<div></div>	
Emotional Intelligence	100	100	100	<div></div>	
Financial Analysis	60	33	60	<div></div>	
Information Management	75	50	75	<div></div>	
Market Planning	100	100	100	<div></div>	
Marketing	100	100	100	<div></div>	
Marketing-Information Management	85	75	80	<div></div>	
Operations	100	100	100	<div></div>	
Pricing	100	100	100	<div></div>	
Product/Service Management	100	100	100	<div></div>	
Professional Development	80	50	83	<div></div>	
Promotion	90	100	88	<div></div>	
Selling	100	100	100	<div></div>	

Preliminary Role-play #1 Product/Service Management				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain the nature of communications plan?	✓	85	<div></div>	
2. Develop communications plan?	✓	92	<div></div>	
3. Explain the concept of \"product\" in marketing communications?	✓	94	<div></div>	
4. Generate marketing communications ideas?	✓	100	<div></div>	
5. Describe factors used by businesses to position corporate brands?	✓	100	<div></div>	
6. Reason effectively and use systems thinking?	✓	73	<div></div>	
7. Make judgments and decisions, and solve problems?	✓	100	<div></div>	
8. Communicate clearly?	✓	90	<div></div>	
9. Show evidence of creativity?	✓	100	<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?	✓	50	<div></div>	
2. Explain the concept of marketing strategies?	✓	100	<div></div>	
3. Explain ways that technology impacts marketing communications?	✓	85	<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?	✓	98	<div></div>	
2. Set up cross-promotions?	✓	63	<div></div>	
3. Explain key factors in building a clientele?	✓	70	<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?	✓	45	<div></div>	<div></div>	<div></div>
5. Discuss motivational theories that will impact buying behavior?	✓	83	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		56	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		65	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	88	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	100	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		59	<div></div>	<div></div>	<div></div>

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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.