

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	69	30	<div></div>	<div></div>	<div></div>
Preliminary Fact Sheets and Oral Presentation	80	63	<div></div>	<div></div>	<div></div>
Overall	149	35	<div></div>	<div></div>	<div></div>



Student: Xin Ran (Phyllis) Huang
School: Northern SS
Association: Ontario
Competitive Event: Advertising Campaign Event

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	80	71	<div></div>
Communications	50	33	33	<div></div>
Customer Relations	50	50	66	<div></div>
Economics	40	25	40	<div></div>
Emotional Intelligence	50	20	42	<div></div>
Financial Analysis	60	50	66	<div></div>
Information Management	75	66	80	<div></div>
Market Planning	75	50	80	<div></div>
Marketing	100	100	100	<div></div>
Marketing-Information Management	64	66	61	<div></div>
Operations	100	100	100	<div></div>
Pricing	66	66	75	<div></div>
Product/Service Management	76	50	70	<div></div>
Professional Development	80	66	83	<div></div>
Promotion	72	66	72	<div></div>
Selling	87	75	87	<div></div>

Preliminary Fact Sheets and Oral Presentation				
	Met Prof	Intl %ile	NV	BE ME EE
1. Executive Summary: One-page description of the campaign	✓	88	<div></div>	
2. The fact sheets show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner	✓	71	<div></div>	
3. The fact sheets have a professional layout and contain proper grammar, spelling and word usage	✓	75	<div></div>	
4. The description of the product, service company or business selected and objectives of the campaign are clearly defined	✓	60	<div></div>	
5. The target market is clearly and accurately analyzed for the product(s) and/or service(s) selected. The secondary target markets are accurately considered	✓	83	<div></div>	
6. The media selection is realistic and properly defined in terms of reach, frequency and continuity	✓	71	<div></div>	
7. The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original	✓	75	<div></div>	
8. The advertising schedule shows continuity and logical order	✓	71	<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.

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	69	30	<div><div></div><div></div><div></div><div></div><div></div></div>		
Preliminary Fact Sheets and Oral Presentation	80	63	<div><div></div><div></div><div></div><div></div><div></div></div>		
Overall	149	35	<div><div></div><div></div><div></div><div></div><div></div></div>		



Student: Xin Ran (Phyllis) Huang
School: Northern SS
Association: Ontario
Competitive Event: Advertising Campaign Event

Preliminary Fact Sheets and Oral Presentation

	Met Prof	Intl %ile	NV	BE	ME	EE
9. The campaign has a realistic length and promotions are scheduled properly in relation to the identified target markets	✓	71	<div><div></div><div></div><div></div><div></div><div></div></div>			
10. The budget is realistic for the campaign based on the product and location of the campaign. All costs that would be incurred have been considered	✓	71	<div><div></div><div></div><div></div><div></div><div></div></div>			
11. The campaign stresses product and/or service benefits that appeal to the target markets described	✓	66	<div><div></div><div></div><div></div><div></div><div></div></div>			
12. The campaign shows real creativity and uses a unique and effective approach	✓	83	<div><div></div><div></div><div></div><div></div><div></div></div>			
13. The oral presentation shows evidence of realistic knowledge of advertising principles and is well-organized and presented in a logical manner	✓	100	<div><div></div><div></div><div></div><div></div><div></div></div>			
14. Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	✓	100	<div><div></div><div></div><div></div><div></div><div></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.