

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	79	47	<div></div>	<div></div>	<div></div>
Preliminary Case Study	86	74	<div></div>	<div></div>	<div></div>
Final Case Study	62	33	<div></div>	<div></div>	
Overall	165	48	<div></div>	<div></div>	<div></div>



Student: Jane Hwang
School: Glenforest SS
Association: Ontario
Competitive Event: Sports and Entertainment Marketing Team Decision Making

Comprehensive Exam Marketing Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	50	66	66	<div></div>	
Channel Management	50	50	66	<div></div>	
Communications	75	50	75	<div></div>	
Customer Relations	50	50	66	<div></div>	
Economics	60	50	60	<div></div>	
Emotional Intelligence	75	33	71	<div></div>	
Financial Analysis	80	66	83	<div></div>	
Information Management	75	100	80	<div></div>	
Market Planning	75	50	80	<div></div>	
Marketing	100	100	100	<div></div>	
Marketing-Information Management	85	100	91	<div></div>	
Operations	100	100	100	<div></div>	
Pricing	100	100	100	<div></div>	
Product/Service Management	92	80	90	<div></div>	
Professional Development	80	75	83	<div></div>	
Promotion	81	71	80	<div></div>	
Selling	75	50	75	<div></div>	

Preliminary Case Study Selling					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the nature and scope of the selling function?	✓	66	<div></div>	<div></div>	
2. Explain the role of customer service as a component of selling relationships?	✓	88	<div></div>	<div></div>	
3. Explain key factors in building a clientele?	✓	75	<div></div>	<div></div>	
4. Discuss motivational theories that impact buying behavior?	✓	88	<div></div>	<div></div>	
5. Explain the nature of product/service branding?	✓	66	<div></div>	<div></div>	
6. Describe the role of customer voice in branding?	✓	100	<div></div>	<div></div>	
7. Demonstrate a customer service mindset?	✓	100	<div></div>	<div></div>	
8. Reason effectively and use systems thinking?	✓	85	<div></div>	<div></div>	
9. Make judgments and decisions, and solve problems?	✓	83	<div></div>	<div></div>	
10. Communicate clearly and show evidence of collaboration?	✓	83	<div></div>	<div></div>	
11. Show evidence of creativity?	✓	100	<div></div>	<div></div>	
12. Overall impression and responses to the judge's questions	✓	83	<div></div>	<div></div>	

Final Case Study Market Planning					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Describe marketing functions and related activities?		33	<div></div>	<div></div>	
2. Explain the nature of marketing planning?		42	<div></div>	<div></div>	
3. Explain the concept of marketing strategies?		33	<div></div>	<div></div>	
4. Explain the concept of market and market identification?		55	<div></div>	<div></div>	
5. Explain the role of situation analysis in the marketing planning process?		57	<div></div>	<div></div>	
6. Describe factors used by marketers to position products/services?		50	<div></div>	<div></div>	
7. Monitor/Measure customer "buzz?"		55	<div></div>	<div></div>	
8. Reason effectively and use systems thinking?		50	<div></div>	<div></div>	
9. Make judgments and decisions, and solve problems?		50	<div></div>	<div></div>	
10. Communicate clearly and show evidence of collaboration?		66	<div></div>	<div></div>	
11. Show evidence of creativity?		60	<div></div>	<div></div>	
12. Overall impression and responses to the judge's questions		60	<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.