

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	76	43	<div></div>	<div></div>	<div></div>
Preliminary Case Study	97	96	<div></div>	<div></div>	<div></div>
Final Case Study	92	85	<div></div>	<div></div>	<div></div>
Overall	173	54	<div></div>	<div></div>	<div></div>



**Student:** Kevin Lee  
**School:** Richmond Hill HS  
**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	0	33	33		
Channel Management	66	75	83	<div></div>	<div></div>
Communications	100	100	100	<div></div>	<div></div>
Customer Relations	50	50	66	<div></div>	<div></div>
Economics	80	75	80	<div></div>	<div></div>
Emotional Intelligence	87	66	85	<div></div>	<div></div>
Financial Analysis	100	100	100	<div></div>	<div></div>
Information Management	75	100	80	<div></div>	<div></div>
Market Planning	75	50	80	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	78	83	83	<div></div>	<div></div>
Operations	60	33	66	<div></div>	<div></div>
Pricing	66	66	75	<div></div>	<div></div>
Product/Service Management	84	60	81	<div></div>	<div></div>
Professional Development	80	75	83	<div></div>	<div></div>
Promotion	54	28	50	<div></div>	<div></div>
Selling	87	75	87	<div></div>	<div></div>

Preliminary Case Study Selling				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain the nature and scope of the selling function?	✓	100	<div></div>	<div></div>
2. Explain the role of customer service as a component of selling relationships?	✓	100	<div></div>	<div></div>
3. Explain key factors in building a clientele?	✓	87	<div></div>	<div></div>
4. Discuss motivational theories that impact buying behavior?	✓	100	<div></div>	<div></div>
5. Explain the nature of product/service branding?	✓	88	<div></div>	<div></div>
6. Describe the role of customer voice in branding?	✓	100	<div></div>	<div></div>
7. Demonstrate a customer service mindset?	✓	85	<div></div>	<div></div>
8. Reason effectively and use systems thinking?	✓	100	<div></div>	<div></div>
9. Make judgments and decisions, and solve problems?	✓	100	<div></div>	<div></div>
10. Communicate clearly and show evidence of collaboration?	✓	100	<div></div>	<div></div>
11. Show evidence of creativity?	✓	100	<div></div>	<div></div>
12. Overall impression and responses to the judge's questions	✓	100	<div></div>	<div></div>

Final Case Study Market Planning				
	Met Prof	Intl %ile	NV	BE ME EE
1. Describe marketing functions and related activities?	✓	83	<div></div>	<div></div>
2. Explain the nature of marketing planning?	✓	100	<div></div>	<div></div>
3. Explain the concept of marketing strategies?	✓	66	<div></div>	<div></div>
4. Explain the concept of market and market identification?	✓	88	<div></div>	<div></div>
5. Explain the role of situation analysis in the marketing planning process?	✓	100	<div></div>	<div></div>
6. Describe factors used by marketers to position products/services?	✓	62	<div></div>	<div></div>
7. Monitor/Measure customer "buzz?"	✓	100	<div></div>	<div></div>
8. Reason effectively and use systems thinking?	✓	100	<div></div>	<div></div>
9. Make judgments and decisions, and solve problems?	✓	100	<div></div>	<div></div>
10. Communicate clearly and show evidence of collaboration?	✓	100	<div></div>	<div></div>
11. Show evidence of creativity?	✓	100	<div></div>	<div></div>
12. Overall impression and responses to the judge's questions	✓	80	<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.