

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	68	29	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Preliminary Fact Sheets and Oral Presentation	77	57	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Overall	145	32	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>



Student: Hannah Strecheniuk
School: Sir John A. Macdonald SS (Wate
Association: Ontario
Competitive Event: Advertising Campaign Event

Comprehensive Exam Marketing Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	100	100	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Channel Management	66	80	71	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Communications	75	66	66	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Customer Relations	50	50	66	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Economics	60	50	60	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Emotional Intelligence	75	60	71	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Financial Analysis	40	25	50	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Information Management	75	66	80	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Market Planning	75	50	80	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Marketing	100	100	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Marketing-Information Management	64	66	61	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Operations	100	100	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Pricing	33	33	50	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Product/Service Management	84	66	80	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Professional Development	60	33	66	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Promotion	54	33	54	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Selling	62	25	62	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></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	✓	66	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
2. The fact sheets show evidence of a realistic know ledge of advertising principles and are well-organized and presented in a logical manner		42	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
3. The fact sheets have a professional layout and contain proper grammar, spelling and word usage	✓	75	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
4. The description of the product, service company or business selected and objectives of the campaign are clearly defined	✓	80	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></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></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
6. The media selection is realistic and properly defined in terms of reach, frequency and continuity	✓	71	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
7. The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent w ith other parts of the campaign and are original	✓	75	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
8. The advertising schedule show s continuity and logical order	✓	85	<div><div></div><div></div><div></div></div>	<div><div></div><div></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 know ledge and skill to be employed in an entry-level position in the career area.

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9. The campaign has a realistic length and promotions are scheduled properly in relation to the identified target markets	✓	85	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<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>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<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>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<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		50	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<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>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<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>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>

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