

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	80	75	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	95	90	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	74	58	<div></div>	<div></div>	<div></div>
Overall	249	73	<div></div>	<div></div>	<div></div>



Student: Justin Grad
School: Tanenbaum CHAT Wallenberg
Association: Ontario
Competitive Event: Sports and Entertainment Marketing 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	66	50	71	<div></div>	
Communications	75	50	75	<div></div>	
Customer Relations	50	50	66	<div></div>	
Economics	100	100	100	<div></div>	
Emotional Intelligence	100	100	100	<div></div>	
Financial Analysis	80	66	80	<div></div>	
Information Management	75	50	80	<div></div>	
Market Planning	100	100	100	<div></div>	
Marketing	100	100	100	<div></div>	
Marketing-Information Management	57	20	53	<div></div>	
Operations	100	100	100	<div></div>	
Pricing	66	50	75	<div></div>	
Product/Service Management	84	33	77	<div></div>	
Professional Development	80	50	83	<div></div>	
Promotion	72	50	80	<div></div>	
Selling	100	100	100	<div></div>	

Preliminary Role-play #1 Selling				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain key factors in building a clientele?	✓	79	<div></div>	
2. Explain the role of customer service as a component of selling relationships?	✓	87	<div></div>	
3. Discuss motivational theories that impact buying behavior?	✓	94	<div></div>	
4. Explain the concept of product mix?	✓	80	<div></div>	
5. Communicate core values of a product/service?	✓	90	<div></div>	
6. Reason effectively and use systems thinking?	✓	93	<div></div>	
7. Make judgments and decisions, and solve problems?	✓	87	<div></div>	
8. Communicate clearly?	✓	86	<div></div>	
9. Show evidence of creativity?	✓	85	<div></div>	
10. Overall impression and responses to the judge's questions	✓	100	<div></div>	

Preliminary Role-play #2 Product/Service Management				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain the concept of product mix?		24	<div></div>	
2. Describe factors used by businesses to position corporate brands?		22	<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 Product/Service Management					
	Met Prof	Intl %ile	NV	BE	ME EE
3. Describe the role of customer voice in branding?		38	<div></div>	<div></div>	<div></div>
4. Explain business ethics in product/service management?		40	<div></div>	<div></div>	<div></div>
5. Coordinate activities in the promotional mix?		37	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		47	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		47	<div></div>	<div></div>	<div></div>
8. Communicate clearly?		46	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		65	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		51	<div></div>	<div></div>	<div></div>

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