

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	86	88	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	89	83	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	79	62	<div></div>	<div></div>	<div></div>
Final Role-play	56	50	<div></div>	<div></div>	
Overall	254	78	<div></div>	<div></div>	<div></div>



**Student:** Jonathan Cui  
**School:** Bayview SS  
**Association:** Ontario  
**Competitive Event:** Food Marketing Series

Comprehensive Exam Marketing Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	100	100	100	<div></div>	<div></div>
Channel Management	50	33	57	<div></div>	
Communications	100	100	100	<div></div>	<div></div>
Customer Relations	100	100	100	<div></div>	<div></div>
Economics	100	100	100	<div></div>	<div></div>
Emotional Intelligence	100	100	100	<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	64	33	58	<div></div>	
Operations	80	50	80	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	72	50	70	<div></div>	<div></div>
Selling	100	100	100	<div></div>	<div></div>

Preliminary Role-play #1 Marketing					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Describe marketing functions and related activities?	✓	68	<div></div>	<div></div>	<div></div>
2. Explain factors that influence customer/client/business buying behavior?		48	<div></div>	<div></div>	
3. Demonstrate connections between company actions and results?	✓	67	<div></div>	<div></div>	<div></div>
4. "Sell" ideas to others?	✓	94	<div></div>	<div></div>	<div></div>
5. Assess product packaging requirements?	✓	91	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	100	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	85	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	83	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		63	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	97	<div></div>	<div></div>	<div></div>

Final Role-play Market Planning					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the nature of marketing plans?		55	<div></div>	<div></div>	<div></div>
2. Explain the concept of marketing strategies?		62	<div></div>	<div></div>	<div></div>
3. Explain the concept of market and market identification?		62	<div></div>	<div></div>	<div></div>
4. Coordinate channel management with other marketing activities?		50	<div></div>	<div></div>	<div></div>
5. Participate in community outreach activities?		28	<div></div>	<div></div>	
6. Reason effectively and use systems thinking?		40	<div></div>	<div></div>	
7. Make judgments and decisions, and solve problems?		50	<div></div>	<div></div>	
8. Communicate clearly?		25	<div></div>	<div></div>	
9. Show evidence of creativity?		50	<div></div>	<div></div>	
10. Overall impression and responses to the judge's questions		25	<div></div>	<div></div>	

Preliminary Role-play #2 Promotion					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain types of advertising media?	✓	68	<div></div>	<div></div>	<div></div>
2. Explain the components of advertisements?	✓	96	<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.

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	86	88	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	89	83	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	79	62	<div></div>	<div></div>	<div></div>
Final Role-play	56	50	<div></div>	<div></div>	
Overall	254	78	<div></div>	<div></div>	<div></div>



**Student:** Jonathan Cui  
**School:** Bayview SS  
**Association:** Ontario  
**Competitive Event:** Food Marketing Series

### Preliminary Role-play #2 Promotion

	Met Prof	Intl %ile	NV	BE	ME	EE
3. Explain the importance of coordinating elements in advertisements?	✓	91	<div></div>	<div></div>	<div></div>	<div></div>
4. Explain the nature of product/service branding?	✓	67	<div></div>	<div></div>	<div></div>	<div></div>
5. Identify a product/service's competitive advantage?	✓	66	<div></div>	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		58	<div></div>	<div></div>	<div></div>	
7. Make judgments and decisions, and solve problems?		48	<div></div>	<div></div>	<div></div>	
8. Communicate clearly?		72	<div></div>	<div></div>	<div></div>	
9. Show evidence of creativity?	✓	87	<div></div>	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	76	<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.