

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	87	90			
Preliminary Role-play #1	100	100			
Preliminary Role-play #2	89	80			
Final Role-play	52	30			
Overall	276	96			



Student: Alexander Goleszny
School: University of Toronto Schools
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		
Channel Management	66	66	71		
Communications	75	50	66		
Customer Relations	100	100	100		
Economics	80	66	80		
Emotional Intelligence	100	100	100		
Financial Analysis	100	100	100		
Information Management	75	100	80		
Market Planning	100	100	100		
Marketing	100	100	100		
Marketing-Information Management	71	66	66		
Operations	100	100	100		
Pricing	100	100	100		
Product/Service Management	84	33	80		
Professional Development	100	100	100		
Promotion	90	100	90		
Selling	87	66	83		

Preliminary Role-play #1 Marketing				
	Met Prof	Intl %ile	NV	BE ME EE
1. Describe marketing functions and related activities?	✓	91		
2. Explain factors that influence customer/client/business buying behavior?	✓	91		
3. Demonstrate connections between company actions and results?	✓	97		
4. "Sell" ideas to others?	✓	86		
5. Assess product packaging requirements?	✓	89		
6. Reason effectively and use systems thinking?	✓	94		
7. Make judgments and decisions, and solve problems?	✓	100		
8. Communicate clearly?	✓	81		
9. Show evidence of creativity?	✓	80		
10. Overall impression and responses to the judge's questions	✓	91		

Final Role-play Market Planning				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain the nature of marketing plans?		33		
2. Explain the concept of marketing strategies?		37		
3. Explain the concept of market and market identification?		37		
4. Coordinate channel management with other marketing activities?		37		
5. Participate in community outreach activities?		57		
6. Reason effectively and use systems thinking?		40		
7. Make judgments and decisions, and solve problems?		50		
8. Communicate clearly?		25		
9. Show evidence of creativity?		50		
10. Overall impression and responses to the judge's questions		50		

Preliminary Role-play #2 Promotion				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain types of advertising media?	✓	100		
2. Explain the components of advertisements?	✓	100		

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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Comprehensive Exam	87	90	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	100	100	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	89	80	<div></div>	<div></div>	<div></div>
Final Role-play	52	30	<div></div>	<div></div>	
Overall	276	96	<div></div>	<div></div>	<div></div>



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Preliminary Role-play #2 Promotion

	Met Prof	Intl %ile	NV	BE	ME	EE
3. Explain the importance of coordinating elements in advertisements?	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
4. Explain the nature of product/service branding?	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
5. Identify a product/service's competitive advantage?	✓	77	<div></div>	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	97	<div></div>	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	70	<div></div>	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		58	<div></div>	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	79	<div></div>	<div></div>	<div></div>	<div></div>

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