Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	89	97			
Preliminary Role-play #1	91	83			
Preliminary Role-play #2	72	54			
Final Role-play	97	91			
Overall	252	75			

DECA™

2018 International Career Development Conference

Student:	Ruqing Pei
School:	The Woodlands School
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	100	100	100	
Channel Management	83	100	85	
Communications	75	50	75	
Customer Relations	100	100	100	
Economics	80	66	80	
Emotional Intelligence	100	100	100	
Financial Analysis	100	100	100	
Information Management	75	50	80	
Market Planning	75	66	80	
Marketing	100	100	100	
Marketing-Information Management	85	80	84	
Operations	100	100	100	
Pricing	100	100	100	
Product/Service Management	100	100	100	
Professional Development	80	50	83	
Promotion	90	100	100	
Selling	75	33	71	

Preliminary Role-play #1
Selling

	Met Prof	Intl %ile	NV BE ME EE
1. Explain key factors in building a clientele?	✓	100	
2. Explain the role of customer service as a component of selling relationships?	✓	100	
3. Discuss motivational theories that impact buying behavior?	✓	65	
4. Explain the concept of product mix?	✓	83	
5. Communicate core values of a product/service?	✓	56	
6. Reason effectively and use systems thinking?	✓	100	
7. Make judgments and decisions, and solve problems?		68	
8. Communicate clearly?	✓	93	
9. Show evidence of creativity?		32	
10. Overall impression and responses to the judge's questions		68	

Preliminary Role-play #2
Product/Service Management

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the concept of product mix?	✓	85	
2. Describe factors used by businesses to position corporate brands?	✓	88	

Final Role-play
Emotional Intelligence

	Met Prof	Intl %ile	NV BE ME EE
1. Analyze the impact of technology on marketing?	✓	100	
2. Describe factors used by marketers to position products/services?	✓	100	
3. Explain reasons for ethical dilemmas?	✓	100	
4. Recognize and respond to ethical dilemmas?	✓	100	
5. Explain ethical considerations in providing information?	✓	100	
6. Reason effectively and use systems thinking?	✓	100	
7. Make judgments and decisions, and solve problems?	✓	75	
8. Communicate clearly?	✓	100	
9. Show evidence of creativity?		66	
10. Overall impression and responses to the judge's questions	✓	100	

Key: NED = Not enough data, NV = No value, BE = Below Expectiations, 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?	✓	67	
4. Explain business ethics in product/service management?	✓	63	
5. Coordinate activities in the promotional mix?	✓	100	
6. Reason effectively and use systems thinking?	✓	82	
7. Make judgments and decisions, and solve problems?		41	
8. Communicate clearly?	✓	100	
9. Show evidence of creativity?		48	
10. Overall impression and responses to the judge's questions	✓	77	

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