Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	78	43			
Preliminary Case Study	88	78			
Overall	166	50			

DECA™

2018 International Career Development Conference

Student: Kevin Lee
School: University of Toronto Schools
Association: Ontario
Competitive Event: Marketing Management Team Decision Making

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	50	50	66	
Channel Management	50	40	57	
Communications	100	100	100	
Customer Relations	100	100	100	
Economics	100	100	100	
Emotional Intelligence	87	75	80	
Financial Analysis	60	33	66	
Information Management	75	66	80	
Market Planning	100	100	100	
Marketing	100	100	100	
Marketing-Information Management	78	57	75	
Operations	80	50	83	
Pricing	100	100	100	
Product/Service Management	76	25	70	
Professional Development	80	50	80	
Promotion	54	16	50	
Selling	87	66	85	

Preliminary Case Study
Market Planning

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the nature of marketing planning?	✓	88	
2. Explain the nature of marketing plans?	✓	88	
3. Explain the concept of marketing strategies?	✓	88	
4. Explain the concept of market and market identification?	✓	90	
5. Identify company's brand promise?	✓	81	
6. Describe factors used by marketers to position products/services?	✓	90	
7. Identify communications channels used in sales promotion?	✓	90	
8. Reason effectively and use systems thinking?	✓	83	
9. Make judgments and decisions, and solve problems?	✓	83	
10. Communicate clearly and show evidence of collaboration?	✓	100	
11. Show evidence of creativity?	✓	85	
12. Overall impression and responses to the judge's questions	✓	83	

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.