

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	55	14	<div></div>	<div></div>	
Preliminary Fact Sheets and Oral Presentation	74	51	<div></div>	<div></div>	<div></div>
Overall	129	20	<div></div>	<div></div>	<div></div>



Student: Amanda Brotman
School: Stephen Lewis SS (York)
Association: Ontario
Competitive Event: Advertising Campaign Event

Comprehensive Exam Marketing Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	50	50	66	<div></div>	
Channel Management	50	60	57	<div></div>	
Communications	75	66	66	<div></div>	<div></div>
Customer Relations	50	50	66	<div></div>	
Economics	40	25	40	<div></div>	
Emotional Intelligence	75	60	71	<div></div>	<div></div>
Financial Analysis	60	50	66	<div></div>	
Information Management	50	33	60	<div></div>	
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	35	16	30	<div></div>	
Operations	60	33	66	<div></div>	
Pricing	66	66	75	<div></div>	<div></div>
Product/Service Management	53	16	40	<div></div>	
Professional Development	60	33	66	<div></div>	
Promotion	36	16	36	<div></div>	
Selling	62	25	62	<div></div>	

Preliminary Fact Sheets and Oral Presentation					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One-page description of the campaign	✓	88	<div></div>	<div></div>	<div></div>
2. The fact sheets show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner	✓	57	<div></div>	<div></div>	<div></div>
3. The fact sheets have a professional layout and contain proper grammar, spelling and word usage	✓	100	<div></div>	<div></div>	<div></div>
4. The description of the product, service company or business selected and objectives of the campaign are clearly defined	✓	60	<div></div>	<div></div>	<div></div>
5. The target market is clearly and accurately analyzed for the product(s) and/or service(s) selected. The secondary target markets are accurately considered	✓	100	<div></div>	<div></div>	<div></div>
6. The media selection is realistic and properly defined in terms of reach, frequency and continuity	✓	71	<div></div>	<div></div>	<div></div>
7. The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original		50	<div></div>	<div></div>	
8. The advertising schedule shows continuity and logical order		57	<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.

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9. The campaign has a realistic length and promotions are scheduled properly in relation to the identified target markets	✓	71	<div></div>	<div></div>	<div></div>	<div></div>
10. The budget is realistic for the campaign based on the product and location of the campaign. All costs that would be incurred have been considered	✓	85	<div></div>	<div></div>	<div></div>	<div></div>
11. The campaign stresses product and/or service benefits that appeal to the target markets described	✓	66	<div></div>	<div></div>	<div></div>	<div></div>
12. The campaign shows real creativity and uses a unique and effective approach		33	<div></div>	<div></div>		
13. The oral presentation shows evidence of realistic knowledge of advertising principles and is well-organized and presented in a logical manner	✓	75	<div></div>	<div></div>	<div></div>	<div></div>
14. Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	✓	75	<div></div>	<div></div>	<div></div>	<div></div>

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