

| Category                      | Normal score | International %ile | low  | mid  | high   |
|-------------------------------|--------------|--------------------|--|--|--|
| Preliminary Written Entry     | 43           | 50                 | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| Preliminary Oral Presentation | 33           | 65                 | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| Overall                       | 76           | 46                 | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |



**Student:** Melody Yu  
**School:** Markville HS  
**Association:** Ontario  
**Competitive Event:** Creative Marketing Project

| Preliminary Written Entry  |          |           |  |  |  |
|--|----------|-----------|--|--|--|
|  | Met Prof | Intl %ile | NV   | BE   | ME EE  |
| 1. Executive Summary: One- to three-page description of the project        | ✓        | 85        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 2. Statement of problem  | ✓        | 75        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 3. Significance of the problem studied                                     | ✓        | 80        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 4. Appropriate background information                                      | ✓        | 80        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 5. Description of secondary research conducted                             | ✓        | 80        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 6. Description of primary research conducted                               | ✓        | 75        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 7. Description of the involvement of chapter members and businesspeople    | ✓        | 75        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 8. Presentation of findings  | ✓        | 75        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 9. Presentation of conclusions   | ✓        | 80        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 10. Recommendations resulting from the study                               | ✓        | 75        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 11. Projected outcomes from the implementation                             |          | 50        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 12. Plan for implementing the recommendations                              |          | 60        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 13. Project presented to appropriate officials                             |          | 50        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 14. Professional layout, neatness, proper grammar, spelling and word usage |          | 66        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <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.

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|  | Met Prof | Intl %ile | NV   | BE   | ME EE  |
| 1. Opening presentation: overview and description of the project   | ✓        | 71        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 2. Organization, clarity and effectiveness of the presentation   | ✓        | 75        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 3. Initiate the project by identifying the problem to be studied?  | ✓        | 80        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 4. Plan and organize the project?  | ✓        | 75        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 5. Execute the research study?   | ✓        | 80        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 6. Evaluate and close the project?   | ✓        | 80        | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all | ✓        | 100       | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |

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