

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	86	53	<div></div>	<div></div>	<div></div>
Preliminary Case Study	90	82	<div></div>	<div></div>	<div></div>
Final Case Study	73	31	<div></div>	<div></div>	<div></div>
Overall	176	57	<div></div>	<div></div>	<div></div>



Student: William King
School: The Woodlands School
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	100	100	100	<div></div>	<div></div>
Channel Management	83	80	85	<div></div>	<div></div>
Communications	100	100	100	<div></div>	<div></div>
Customer Relations	100	100	100	<div></div>	<div></div>
Economics	80	66	80	<div></div>	<div></div>
Emotional Intelligence	75	50	60	<div></div>	<div></div>
Financial Analysis	80	66	83	<div></div>	<div></div>
Information Management	75	66	80	<div></div>	<div></div>
Market Planning	75	50	75	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	85	71	83	<div></div>	<div></div>
Operations	100	100	100	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	72	50	70	<div></div>	<div></div>
Selling	75	33	71	<div></div>	<div></div>

Preliminary Case Study Market Planning					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the nature of marketing planning?	✓	88	<div></div>	<div></div>	<div></div>
2. Explain the nature of marketing plans?	✓	88	<div></div>	<div></div>	<div></div>
3. Explain the concept of marketing strategies?	✓	88	<div></div>	<div></div>	<div></div>
4. Explain the concept of market and market identification?	✓	90	<div></div>	<div></div>	<div></div>
5. Identify company's brand promise?	✓	90	<div></div>	<div></div>	<div></div>
6. Describe factors used by marketers to position products/services?	✓	80	<div></div>	<div></div>	<div></div>
7. Identify communications channels used in sales promotion?	✓	80	<div></div>	<div></div>	<div></div>
8. Reason effectively and use systems thinking?	✓	100	<div></div>	<div></div>	<div></div>
9. Make judgments and decisions, and solve problems?	✓	83	<div></div>	<div></div>	<div></div>
10. Communicate clearly and show evidence of collaboration?	✓	100	<div></div>	<div></div>	<div></div>
11. Show evidence of creativity?	✓	100	<div></div>	<div></div>	<div></div>
12. Overall impression and responses to the judge's questions	✓	100	<div></div>	<div></div>	<div></div>

Final Case Study Customer Relations					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the nature of positive customer relations?	✓	50	<div></div>	<div></div>	<div></div>
2. Demonstrate a customer service mindset?	✓	40	<div></div>	<div></div>	<div></div>
3. Identify company's brand promise?	✓	60	<div></div>	<div></div>	<div></div>
4. Reinforce service orientation through communication?		20	<div></div>	<div></div>	<div></div>
5. Describe the use of business ethics in promotion?	✓	75	<div></div>	<div></div>	<div></div>
6. Build trust in relationships?		25	<div></div>	<div></div>	<div></div>
7. Describe factors used by businesses to position corporate brands?	✓	40	<div></div>	<div></div>	<div></div>
8. Reason effectively and use systems thinking?	✓	66	<div></div>	<div></div>	<div></div>
9. Make judgments and decisions, and solve problems?	✓	66	<div></div>	<div></div>	<div></div>
10. Communicate clearly and show evidence of collaboration?		33	<div></div>	<div></div>	<div></div>
11. Show evidence of creativity?	✓	66	<div></div>	<div></div>	<div></div>
12. Overall impression and responses to the judge's questions	✓	75	<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.