

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	87	53	<div></div>	<div></div>	<div></div>
Preliminary Fact Sheets and Oral Presentation	83	69	<div></div>	<div></div>	<div></div>
Overall	170	54	<div></div>	<div></div>	<div></div>



Student: Daniel Lu
School: Bayview SS
Association: Ontario
Competitive Event: Fashion Merchandising Promotion Plan

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	50	33	66	<div></div>	<div></div>
Communications	75	50	75	<div></div>	<div></div>
Customer Relations	100	100	100	<div></div>	<div></div>
Economics	60	50	66	<div></div>	<div></div>
Emotional Intelligence	100	100	100	<div></div>	<div></div>
Financial Analysis	100	100	100	<div></div>	<div></div>
Information Management	100	100	100	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	71	66	75	<div></div>	<div></div>
Operations	100	100	100	<div></div>	<div></div>
Pricing	66	50	75	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	90	100	90	<div></div>	<div></div>
Selling	87	100	88	<div></div>	<div></div>

Preliminary Fact Sheets and Oral Presentation				
	Met Prof	Intl %ile	NV	BE ME EE
1. Executive Summary: One-page description of the promotion plan	✓	88	<div></div>	<div></div>
2. The fact sheets show evidence of a realistic knowledge of fashion merchandising and are well-organized and presented in a logical manner	✓	88	<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>
4. The description of the store and objectives of the promotion plan are clearly defined	✓	66	<div></div>	<div></div>
5. The schedule of events shows continuity and logical order	✓	71	<div></div>	<div></div>
6. The schedule of events is clearly identified and support the promotional areas of special events, advertising, display, publicity and in-store activities	✓	78	<div></div>	<div></div>
7. The responsibility sheet is compatible with the size and location of the store as described	✓	75	<div></div>	<div></div>
8. The budget is realistic for the promotion plan based on size and location of the store. All costs that would be incurred have been considered	✓	100	<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 promotion plan stresses the benefits to the retail establishment		62	<div></div>	<div></div>	<div></div>
10. The promotion plan shows real creativity and uses a unique and effective approach. The visual aids, if used, clarify and/or enhance the promotion plan	✓	71	<div></div>	<div></div>	<div></div>
11. The oral presentation shows evidence of realistic knowledge of promotion principles and is well-organized and presented in a logical manner	✓	100	<div></div>	<div></div>	<div></div>
12. Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	✓	100	<div></div>	<div></div>	<div></div>

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