

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	86	52			
Preliminary Fact Sheets and Oral Presentation	94	90			
Final Fact Sheets and Oral Presentation	84	66			
Overall	180	61			



Student: Alycia Berg
School: Glenview Park 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		
Channel Management	66	66	83		
Communications	100	100	100		
Customer Relations	50	50	66		
Economics	80	75	83		
Emotional Intelligence	100	100	100		
Financial Analysis	100	100	100		
Information Management	50	33	60		
Market Planning	75	50	80		
Marketing	100	100	100		
Marketing-Information Management	78	100	83		
Operations	100	100	100		
Pricing	100	100	100		
Product/Service Management	100	100	100		
Professional Development	80	66	83		
Promotion	90	100	90		
Selling	75	75	77		

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			
2. The fact sheets show evidence of a realistic know ledge of fashion merchandising and are well-organized and presented in a logical manner	✓	100			
3. The fact sheets have a professional layout and contain proper grammar, spelling and word usage	✓	100			
4. The description of the store and objectives of the promotion plan are clearly defined	✓	88			
5. The schedule of events show s continuity and logical order	✓	85			
6. The schedule of events is clearly identified and support the promotional areas of special events, advertising, display, publicity and in-store activities	✓	92			
7. The responsibility sheet is compatible w ith the size and location of the store as described	✓	100			
8. The budget is realistic for the promotion plan based on size and location of the store. All costs that w ould be incurred have been considered	✓	87			

Final Fact Sheets and Oral Presentation					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One-page description of the promotion plan	✓	50			
2. The fact sheets show evidence of a realistic know ledge of fashion merchandising and are well-organized and presented in a logical manner	✓	75			
3. The fact sheets have a professional layout and contain proper grammar, spelling and word usage	✓	66			
4. The description of the store and objectives of the promotion plan are clearly defined	✓	80			
5. The schedule of events show s continuity and logical order	✓	75			
6. The schedule of events is clearly identified and support the promotional areas of special events, advertising, display, publicity and in-store activities	✓	66			
7. The responsibility sheet is compatible w ith the size and location of the store as described	✓	80			
8. The budget is realistic for the promotion plan based on size and location of the store. All costs that w ould be incurred have been considered	✓	100			

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 know ledge and skill to be employed in an entry-level position in the career area.

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Preliminary Fact Sheets and Oral Presentation							Final Fact Sheets and Oral Presentation						
	Met Prof	Intl %ile	NV	BE	ME	EE		Met Prof	Intl %ile	NV	BE	ME	EE
9. The promotion plan stresses the benefits to the retail establishment	✓	87	<div><div></div><div></div><div></div><div></div></div>				9. The promotion plan stresses the benefits to the retail establishment	✓	75	<div><div></div><div></div><div></div><div></div></div>			
10.The promotion plan show s real creativity and uses a unique and effective approach. The visual aids, if used, clarify and/or enhance the promotion plan	✓	100	<div><div></div><div></div><div></div><div></div></div>				10.The promotion plan show s real creativity and uses a unique and effective approach. The visual aids, if used, clarify and/or enhance the promotion plan	✓	80	<div><div></div><div></div><div></div><div></div></div>			
11.The oral presentation show s evidence of realistic know ledge of promotion principles and is w ell-organized and presented in a logical manner	✓	100	<div><div></div><div></div><div></div><div></div></div>				11.The oral presentation show s evidence of realistic know ledge of promotion principles and is w ell-organized and presented in a logical manner	✓	50	<div><div></div><div></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></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	✓	66	<div><div></div><div></div><div></div><div></div></div>			

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