Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	74	41			
Preliminary Case Study	94	90			
Final Case Study	82	61			
Overall	168	50			

DECA™

2018 International Career Development Conference

Student:	John Cameron
School:	University of Toronto Schools
Association:	Ontario
Competitive Event:	Sports and Entertainment Marketing Team Decision Making

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	50	66	66	
Channel Management	66	75	83	
Communications	75	50	75	
Customer Relations	100	100	100	
Economics	60	50	60	
Emotional Intelligence	75	33	71	
Financial Analysis	80	66	83	
Information Management	75	100	80	
Market Planning	100	100	100	
Marketing	100	100	100	
Marketing-Information Management	57	33	58	
Operations	80	66	83	
Pricing	66	66	75	
Product/Service Management	84	60	81	
Professional Development	40	25	50	
Promotion	81	71	80	
Selling	87	75	87	

Preliminary Case Study
Selling

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the nature and scope of the selling function?	✓	88	
2. Explain the role of customer service as a component of selling relationships?	✓	100	
3. Explain key factors in building a clientele?	✓	87	
4. Discuss motivational theories that impact buying behavior?	✓	88	
5. Explain the nature of product/service branding?	✓	100	
6. Describe the role of customer voice in branding?	✓	88	
7. Demonstrate a customer service mindset?	✓	85	
8. Reason effectively and use systems thinking?	✓	100	
9. Make judgments and decisions, and solve problems?	✓	100	
10. Communicate clearly and show evidence of collaboration?	✓	100	
11. Show evidence of creativity?	✓	83	
12. Overall impression and responses to the judge's questions	✓	100	

Final Case Study
Market Planning

	Met Prof	Intl %ile	NV BE ME EE
1. Describe marketing functions and related activities?	✓	83	
2. Explain the nature of marketing planning?	✓	85	
3. Explain the concept of marketing strategies?	✓	83	
4. Explain the concept of market and market identification?	✓	77	
5. Explain the role of situation analysis in the marketing planning process?	✓	85	
6. Describe factors used by marketers to position products/services?	✓	75	
7. Monitor/Measure customer \"buzz?\"	✓	66	
8. Reason effectively and use systems thinking?	✓	75	
9. Make judgments and decisions, and solve problems?	✓	75	
10. Communicate clearly and show evidence of collaboration?	✓	83	
11. Show evidence of creativity?	✓	80	
12. Overall impression and responses to the judge's questions		60	

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.