Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	86	53			
Preliminary Case Study	88	78			
Overall	174	55			

DECA™

2018 International Career Development Conference

Student: Preston Tse
School: University of Toronto Schools
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	
Channel Management	66	60	71	
Communications	100	100	100	
Customer Relations	50	50	66	
Economics	100	100	100	
Emotional Intelligence	100	100	100	
Financial Analysis	80	66	83	
Information Management	75	66	80	
Market Planning	100	100	100	
Marketing	100	100	100	
Marketing-Information Management	71	42	66	
Operations	100	100	100	
Pricing	100	100	100	
Product/Service Management	92	75	90	
Professional Development	100	100	100	
Promotion	63	33	60	
Selling	100	100	100	

Preliminary Case Study
Market Planning

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the nature of marketing planning?	✓	88	
2. Explain the nature of marketing plans?	✓	88	
3. Explain the concept of marketing strategies?	✓	88	
4. Explain the concept of market and market identification?	✓	90	
5. Identify company's brand promise?	✓	81	
6. Describe factors used by marketers to position products/services?	✓	90	
7. Identify communications channels used in sales promotion?	✓	90	
8. Reason effectively and use systems thinking?	✓	83	
9. Make judgments and decisions, and solve problems?	✓	83	
10. Communicate clearly and show evidence of collaboration?	✓	100	
11. Show evidence of creativity?	✓	85	
12. Overall impression and responses to the judge's questions	✓	83	

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.