Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	91	95			
Preliminary Role-play #1	97	94			
Preliminary Role-play #2	98	96			
Final Role-play	76	70			
Overall	286	100			

DECA™

2018 International Career Development Conference

Student: Claire Shaw
School: University of Toronto Schools
Association: Ontario
Competitive Event: Apparel and Accessories Marketing Series

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	100	100	100	
Channel Management	83	100	85	
Communications	100	100	100	
Customer Relations	50	50	66	
Economics	80	66	83	
Emotional Intelligence	100	100	100	
Financial Analysis	80	66	80	
Information Management	75	100	80	
Market Planning	100	100	100	
Marketing	100	100	100	
Marketing-Information Management	78	75	72	
Operations	100	100	100	
Pricing	100	100	100	
Product/Service Management	100	100	100	
Professional Development	80	50	80	
Promotion	100	100	100	
Selling	100	100	100	

Preliminary Role-play #1
Promotion

	Met Prof	Intl %ile	NV BE ME EE
1. Identify components of a retail image?	✓	87	
2. Explain the nature of effective communications?	✓	88	
3. Identify the elements of the promotional mix?	✓	82	
4. Describe word-of-mouth channels used to communicate with targeted audience?	✓	88	
5. Explain types of advertising media?	✓	72	
6. Reason effectively and use systems thinking?		55	
7. Make judgments and decisions, and solve problems?		54	
8. Communicate clearly?	✓	87	
9. Show evidence of creativity?	✓	92	
10. Overall impression and responses to the judge's questions	✓	91	

Preliminary Role-play #2
Marketing-Information Management

	Met Prof	Intl %ile	NV BE ME EE
1. Describe the need for marketing data?	✓	81	
2. Identify information monitored for marketing decision making?	✓	85	
3. Discuss the nature of sampling plans?	✓	78	

Final Role-play
Product/Service Management

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the nature of product/service branding?	✓	66	
2. Describe factors used by marketers to position products/services?	✓	85	
3. Identify components of a retail image?	✓	83	
4. Explain the relationship between customer service and distribution?	✓	66	
5. Determine factors affecting business risk?	✓	71	
6. Reason effectively and use systems thinking?		66	
7. Make judgments and decisions, and solve problems?	✓	75	
8. Communicate clearly?	✓	100	
9. Show evidence of creativity?		60	
10. Overall impression and responses to the judge's questions		66	

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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Preliminary Role-play #2
Marketing-Information Management

	Met Prof	Intl %ile	NV	BE	ME	EE
4. Scan the marketplace to identify factors that could influence merchandising decisions?	✓	94				
5. Explain the role of situation analysis in the marketing planning process?	✓	85				
6. Reason effectively and use systems thinking?	✓	89				
7. Make judgments and decisions, and solve problems?		60				
8. Communicate clearly?	✓	90				
9. Show evidence of creativity?	✓	100				
10. Overall impression and responses to the judge's questions	✓	87				

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

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