Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	84	52			
Preliminary Case Study	81	64			
Overall	165	48			

DECA

2018 International Career Development Conference

Student:	Emily Pittman
School:	Nelson HS
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	100	100	100	
Channel Management	83	100	100	
Communications	100	100	100	
Customer Relations	100	100	100	
Economics	80	75	80	
Emotional Intelligence	100	100	100	
Financial Analysis	80	66	83	
Information Management	75	100	80	
Market Planning	100	100	100	
Marketing	100	100	100	
Marketing-Information Management	78	83	83	
Operations	60	33	66	
Pricing	100	100	100	
Product/Service Management	84	60	81	
Professional Development	80	75	83	
Promotion	72	57	70	
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?	✓	88	
3. Explain key factors in building a clientele?	✓	75	
4. Discuss motivational theories that impact buying behavior?	✓	77	
5. Explain the nature of product/service branding?	✓	88	
6. Describe the role of customer voice in branding?	✓	77	
7. Demonstrate a customer service mindset?	✓	85	
8. Reason effectively and use systems thinking?		71	
9. Make judgments and decisions, and solve problems?		66	
10. Communicate clearly and show evidence of collaboration?		66	
11. Show evidence of creativity?		66	
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.