

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	83	82	■	■	■
Preliminary Role-play #1	94	88	■	■	■
Preliminary Role-play #2	98	96	■	■	■
Final Role-play	92	82	■	■	■
Overall	275	95	■	■	■



**Student:** Devan Flaming  
**School:** Jacob Hespeler SS  
**Association:** Ontario  
**Competitive Event:** Sports and Entertainment 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	75	50	75	■	■
Customer Relations	100	100	100	■	■
Economics	40	33	40	■	■
Emotional Intelligence	75	33	71	■	■
Financial Analysis	80	66	80	■	■
Information Management	75	50	80	■	■
Market Planning	100	100	100	■	■
Marketing	100	100	100	■	■
Marketing-Information Management	71	40	69	■	■
Operations	100	100	100	■	■
Pricing	100	100	100	■	■
Product/Service Management	84	33	77	■	■
Professional Development	80	50	83	■	■
Promotion	90	100	100	■	■
Selling	100	100	100	■	■

Preliminary Role-play #1 Selling					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain key factors in building a clientele?	✓	100	■	■	■
2. Explain the role of customer service as a component of selling relationships?	✓	91	■	■	■
3. Discuss motivational theories that impact buying behavior?	✓	100	■	■	■
4. Explain the concept of product mix?	✓	100	■	■	■
5. Communicate core values of a product/service?	✓	100	■	■	■
6. Reason effectively and use systems thinking?	✓	100	■	■	■
7. Make judgments and decisions, and solve problems?	✓	96	■	■	■
8. Communicate clearly?	✓	90	■	■	■
9. Show evidence of creativity?	✓	94	■	■	■
10. Overall impression and responses to the judge's questions	✓	90	■	■	■

Final Role-play Emotional Intelligence					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Analyze the impact of technology on marketing?	✓	71	■	■	■
2. Describe factors used by marketers to position products/services?	✓	85	■	■	■
3. Explain reasons for ethical dilemmas?	✓	100	■	■	■
4. Recognize and respond to ethical dilemmas?	✓	100	■	■	■
5. Explain ethical considerations in providing information?	✓	100	■	■	■
6. Reason effectively and use systems thinking?	✓	100	■	■	■
7. Make judgments and decisions, and solve problems?	✓	100	■	■	■
8. Communicate clearly?	✓	80	■	■	■
9. Show evidence of creativity?		66	■	■	■
10. Overall impression and responses to the judge's questions		60	■	■	■

Preliminary Role-play #2 Product/Service Management					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the concept of product mix?	✓	87	■	■	■
2. Describe factors used by businesses to position corporate brands?	✓	67	■	■	■

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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Overall	275	95	<div></div>	<div></div>	<div></div>



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Preliminary Role-play #2 Product/Service Management					
	Met Prof	Intl %ile	NV	BE	ME EE
3. Describe the role of customer voice in branding?	✓	87	<div></div>	<div></div>	<div></div>
4. Explain business ethics in product/service management?	✓	88	<div></div>	<div></div>	<div></div>
5. Coordinate activities in the promotional mix?	✓	95	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	91	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	94	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	96	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	91	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	96	<div></div>	<div></div>	<div></div>

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