

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	87	87	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	99	97	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	90	75	<div></div>	<div></div>	<div></div>
Final Role-play	96	86	<div></div>	<div></div>	<div></div>
Overall	276	94	<div></div>	<div></div>	<div></div>



**Student:** Jenny Zhang  
**School:** PE Trudeau HS  
**Association:** Ontario  
**Competitive Event:** Marketing Communications Series

Comprehensive Exam Marketing Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	100	100	100	<div></div>	<div></div>
Channel Management	66	66	71	<div></div>	<div></div>
Communications	75	50	66	<div></div>	<div></div>
Customer Relations	50	50	50	<div></div>	<div></div>
Economics	60	66	60	<div></div>	<div></div>
Emotional Intelligence	100	100	100	<div></div>	<div></div>
Financial Analysis	100	100	100	<div></div>	<div></div>
Information Management	100	100	100	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	85	75	80	<div></div>	<div></div>
Operations	100	100	100	<div></div>	<div></div>
Pricing	66	50	66	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	80	50	83	<div></div>	<div></div>
Promotion	81	80	77	<div></div>	<div></div>
Selling	87	66	83	<div></div>	<div></div>

Preliminary Role-play #1 Product/Service Management				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain the nature of communications plan?	✓	100	<div></div>	<div></div>
2. Develop communications plan?	✓	100	<div></div>	<div></div>
3. Explain the concept of \"product\" in marketing communications?	✓	96	<div></div>	<div></div>
4. Generate marketing communications ideas?	✓	94	<div></div>	<div></div>
5. Describe factors used by businesses to position corporate brands?	✓	91	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	96	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	100	<div></div>	<div></div>
8. Communicate clearly?	✓	70	<div></div>	<div></div>
9. Show evidence of creativity?	✓	83	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	100	<div></div>	<div></div>

Final Role-play Information Management				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain considerations in developing viral marketing campaigns?	✓	100	<div></div>	<div></div>
2. Explain the concept of marketing strategies?	✓	100	<div></div>	<div></div>
3. Explain ways that technology impacts marketing communications?	✓	100	<div></div>	<div></div>
4. Describe current issues/trends in marketing communications?	✓	57	<div></div>	<div></div>
5. Identify trends in social media space?	✓	85	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	100	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	100	<div></div>	<div></div>
8. Communicate clearly?	✓	100	<div></div>	<div></div>
9. Show evidence of creativity?	✓	100	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	100	<div></div>	<div></div>

Preliminary Role-play #2 Selling				
	Met Prof	Intl %ile	NV	BE ME EE
1. Generate marketing communications ideas?	✓	65	<div></div>	<div></div>
2. Set up cross-promotions?	✓	70	<div></div>	<div></div>
3. Explain key factors in building a clientele?	✓	50	<div></div>	<div></div>

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 Selling					
	Met Prof	Intl %ile	NV	BE	ME EE
4. Explain company selling policies?	✓	100	<div></div>	<div></div>	<div></div>
5. Discuss motivational theories that will impact buying behavior?	✓	91	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	93	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	78	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	92	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		30	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	85	<div></div>	<div></div>	<div></div>

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