Category	Normal	Inter	national			
Janege. y	score	%ile	low	mid	high	
Comprehensive Exam	86	53				
Preliminary Case Study	90	82				
Final Case Study	73	31				
Overall	176	57				

Selling



Student: William King

School: The Woodlands School

Association: Ontario

Competitive Event: Marketing Management

Team Decision Making

Comprehensive Exam Marketing Career Cluster Exam	Preliminary Case Study Market Planning						
	Raw	ON	Intl			Met	lr
	Score	%ile	%ile	low mid high		Prof	9,
Business Law	100	100	100		Explain the nature of marketing	1	
Channel Management	83	80	85		planning?		H
Communications	100	100	100		Explain the nature of marketing plans?	/	
Customer Relations	100	100	100		Explain the concept of	,	t
Economics	80	66	80		marketing strategies?	/	L
Emotional Intelligence	75	50	60		4. Explain the concept of market	1	
Financial Analysis	80	66	83		and market identification? 5. Identify company's brand		H
Information Management	75	66	80		promise?	1	
Market Planning	75	50	75		6. Describe factors used by		Г
Marketing	100	100	100		marketers to position	1	
Marketing-Information Management	85	71	83		products/services? 7. Identify communications		H
Operations	100	100	100		channels used in sales	1	
Pricing	100	100	100		promotion?		L
Product/Service Management	100	100	100		8. Reason effectively and use	1	١.
Professional Development	100	100	100		systems thinking? 9. Make judgments and decisions,	+	H
Promotion	72	50	70		and solve problems?	1	
	+	_	_		<u> </u>		+

33 71

75

Preliminary Case Study Market Planning					Final Case Study Customer Relations		
gŀ		Met Prof	Intl %ile	NV BE ME EE			
	 Explain the nature of marketing planning? 	1	88		Explain the nature of customer relations?		
	Explain the nature of marketing plans?	1	88		Demonstrate a custo service mindset?		
-	3. Explain the concept of marketing strategies?	1	88		Identify company's bit promise?		
	4. Explain the concept of market and market identification?	1	90		Reinforce service ori through communication		
	Identify company's brand promise?	1	90		5. Describe the use of the ethics in promotion?		
	6. Describe factors used by				6. Build trust in relations		
	marketers to position products/services?	/	80		7. Describe factors use businesses to position		
	Identify communications channels used in sales	/	80		corporate brands?		
	promotion?	•	80		8. Reason effectively a systems thinking?		
_	8. Reason effectively and use systems thinking?	1	100		Make judgments and and solve problems?		
	Make judgments and decisions, and solve problems?	1	83		10.Communicate clearly evidence of collabora		
	10.Communicate clearly and show evidence of collaboration?	1	100		11. Show evidence of cr		
	11. Show evidence of creativity?	1	100		12.Overall impression ar responses to the judg		
	12.Overall impression and responses to the judge's questions	1	100		questions		
					_		

	Final Case Study Customer Relations			
Œ		Met Prof	Intl %ile	NV BE ME EE
	Explain the nature of positive customer relations?	1	50	
	Demonstrate a customer service mindset?	1	40	
	Identify company's brand promise?	1	60	
	Reinforce service orientation through communication?		20	
	5. Describe the use of business ethics in promotion?	1	75	
	6. Build trust in relationships?		25	
	7. Describe factors used by businesses to position corporate brands?	1	40	
	Reason effectively and use systems thinking?	1	66	
	Make judgments and decisions, and solve problems?	1	66	
	10.Communicate clearly and show evidence of collaboration?		33	
	11. Show evidence of creativity?	1	66	
	12.Overall impression and responses to the judge's questions	1	75	

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

Met Prof = If this box is checked, the judge felt that the student possessed enough know ledge and skill to be employed in an entry-level position in the career area.