Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	83	51			
Preliminary Case Study	97	96			
Final Case Study	92	85			
Overall	180	57			

DECA

2018 International Career Development Conference

Student:	Jimmy Yan
School:	Richmond Hill 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	66	75	83	
Communications	100	100	100	
Customer Relations	100	100	100	
Economics	80	75	80	
Emotional Intelligence	75	33	71	
Financial Analysis	100	100	100	
Information Management	75	100	80	
Market Planning	75	50	80	
Marketing	100	100	100	
Marketing-Information Management	57	33	58	
Operations	100	100	100	
Pricing	66	66	75	
Product/Service Management	100	100	100	
Professional Development	80	75	83	
Promotion	81	71	80	
Selling	100	100	100	

Preliminary Case Study
Selling

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the nature and scope of the selling function?	✓	100	
2. Explain the role of customer service as a component of selling relationships?	✓	100	
3. Explain key factors in building a clientele?	✓	87	
4. Discuss motivational theories that impact buying behavior?	✓	100	
5. Explain the nature of product/service branding?	✓	88	
6. Describe the role of customer voice in branding?	✓	100	
7. Demonstrate a customer service mindset?	✓	85	
8. Reason effectively and use systems thinking?	✓	100	
9. Make judgments and decisions, and solve problems?	✓	100	
10. Communicate clearly and show evidence of collaboration?	✓	100	
11. Show evidence of creativity?	✓	100	
12. Overall impression and responses to the judge's questions	✓	100	

Final Case Study
Market Planning

	Met Prof	Intl %ile	NV BE ME EE
1. Describe marketing functions and related activities?	✓	83	
2. Explain the nature of marketing planning?	✓	100	
3. Explain the concept of marketing strategies?	✓	66	
4. Explain the concept of market and market identification?	✓	88	
5. Explain the role of situation analysis in the marketing planning process?	✓	100	
6. Describe factors used by marketers to position products/services?	✓	62	
7. Monitor/Measure customer \"buzz?\"	✓	100	
8. Reason effectively and use systems thinking?	✓	100	
9. Make judgments and decisions, and solve problems?	✓	100	
10. Communicate clearly and show evidence of collaboration?	✓	100	
11. Show evidence of creativity?	✓	100	
12. Overall impression and responses to the judge's questions	✓	80	

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.