

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	85	48			
Preliminary Fact Sheets and Oral Presentation	98	98			
Final Fact Sheets and Oral Presentation	61	6			
Overall	183	59			



Student: Sonya Cao
School: Thornhill SS
Association: Ontario
Competitive Event: Advertising Campaign Event

Comprehensive Exam Marketing Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	100	100	100		
Channel Management	66	80	71		
Communications	100	100	100		
Customer Relations	100	100	100		
Economics	100	100	100		
Emotional Intelligence	87	80	85		
Financial Analysis	60	50	66		
Information Management	75	66	80		
Market Planning	100	100	100		
Marketing	100	100	100		
Marketing-Information Management	78	100	76		
Operations	80	66	83		
Pricing	66	66	75		
Product/Service Management	84	66	80		
Professional Development	100	100	100		
Promotion	81	83	81		
Selling	100	100	100		

Preliminary Fact Sheets and Oral Presentation					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One-page description of the campaign	✓	88			
2. The fact sheets show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner	✓	85			
3. The fact sheets have a professional layout and contain proper grammar, spelling and word usage	✓	100			
4. The description of the product, service company or business selected and objectives of the campaign are clearly defined	✓	100			
5. The target market is clearly and accurately analyzed for the product(s) and/or service(s) selected. The secondary target markets are accurately considered	✓	100			
6. The media selection is realistic and properly defined in terms of reach, frequency and continuity	✓	100			
7. The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original	✓	100			
8. The advertising schedule shows continuity and logical order	✓	100			

Final Fact Sheets and Oral Presentation					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One-page description of the campaign	✓	50			
2. The fact sheets show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner	✓	66			
3. The fact sheets have a professional layout and contain proper grammar, spelling and word usage	✓	75			
4. The description of the product, service company or business selected and objectives of the campaign are clearly defined		25			
5. The target market is clearly and accurately analyzed for the product(s) and/or service(s) selected. The secondary target markets are accurately considered		33			
6. The media selection is realistic and properly defined in terms of reach, frequency and continuity		16			
7. The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original		50			
8. The advertising schedule shows continuity and logical order		40			

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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Student:	Sonya Cao
School:	Thornhill SS
Association:	Ontario
Competitive Event:	Advertising Campaign Event

Preliminary Fact Sheets and Oral Presentation							Final Fact Sheets and Oral Presentation						
	Met Prof	Intl %ile	NV	BE	ME	EE		Met Prof	Intl %ile	NV	BE	ME	EE
9. The campaign has a realistic length and promotions are scheduled properly in relation to the identified target markets	✓	100	<div><div></div><div></div><div></div><div></div></div>				9. The campaign has a realistic length and promotions are scheduled properly in relation to the identified target markets		40	<div><div></div><div></div><div></div><div></div></div>			
10.The budget is realistic for the campaign based on the product and location of the campaign. All costs that woud be incurred have been considered	✓	100	<div><div></div><div></div><div></div><div></div></div>				10.The budget is realistic for the campaign based on the product and location of the campaign. All costs that woud be incurred have been considered		40	<div><div></div><div></div><div></div><div></div></div>			
11.The campaign stresses product and/or service benefits that appeal to the target markets described	✓	100	<div><div></div><div></div><div></div><div></div></div>				11.The campaign stresses product and/or service benefits that appeal to the target markets described		20	<div><div></div><div></div><div></div><div></div></div>			
12.The campaign show s real creativity and uses a unique and effective approach	✓	100	<div><div></div><div></div><div></div><div></div></div>				12.The campaign show s real creativity and uses a unique and effective approach		40	<div><div></div><div></div><div></div><div></div></div>			
13.The oral presentation show s evidence of realistic know ledge of advertising principles and is w ell-organized and presented in a logical manner	✓	100	<div><div></div><div></div><div></div><div></div></div>				13.The oral presentation show s evidence of realistic know ledge of advertising principles and is w ell-organized and presented in a logical manner	✓	75	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>			
14.Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	✓	100	<div><div></div><div></div><div></div><div></div></div>				14.Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present		50	<div><div></div><div></div><div></div><div></div></div>			

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