

| Category | Normal score | International %ile | low | mid | high |
|---|--------------|--------------------|-------------|-------------|-------------|
| Comprehensive Exam | 86 | 52 | <div></div> | <div></div> | <div></div> |
| Preliminary Fact Sheets and Oral Presentation | 57 | 21 | <div></div> | <div></div> | |
| Overall | 143 | 32 | <div></div> | <div></div> | <div></div> |



Student: Amanda Plotnik
School: The Woodlands School
Association: Ontario
Competitive Event: Fashion Merchandising Promotion Plan

| 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 | 50 | 33 | 66 | <div></div> | |
| Communications | 100 | 100 | 100 | <div></div> | <div></div> |
| Customer Relations | 100 | 100 | 100 | <div></div> | <div></div> |
| Economics | 80 | 75 | 83 | <div></div> | <div></div> |
| Emotional Intelligence | 100 | 100 | 100 | <div></div> | <div></div> |
| Financial Analysis | 100 | 100 | 100 | <div></div> | <div></div> |
| Information Management | 75 | 66 | 80 | <div></div> | <div></div> |
| Market Planning | 100 | 100 | 100 | <div></div> | <div></div> |
| Marketing | 100 | 100 | 100 | <div></div> | <div></div> |
| Marketing-Information Management | 71 | 66 | 75 | <div></div> | <div></div> |
| Operations | 80 | 66 | 83 | <div></div> | <div></div> |
| Pricing | 100 | 100 | 100 | <div></div> | <div></div> |
| Product/Service Management | 92 | 80 | 90 | <div></div> | <div></div> |
| Professional Development | 100 | 100 | 100 | <div></div> | <div></div> |
| Promotion | 81 | 75 | 81 | <div></div> | <div></div> |
| Selling | 87 | 100 | 88 | <div></div> | <div></div> |

| Preliminary Fact Sheets and Oral Presentation | | | | | |
|--|----------|-----------|-------------|-------------|-------------|
| | Met Prof | Intl %ile | NV | BE | ME EE |
| 1. Executive Summary: One-page description of the promotion plan | | 44 | <div></div> | <div></div> | |
| 2. The fact sheets show evidence of a realistic knowledge of fashion merchandising and are well-organized and presented in a logical manner | | 33 | <div></div> | <div></div> | |
| 3. The fact sheets have a professional layout and contain proper grammar, spelling and word usage | ✓ | 100 | <div></div> | <div></div> | <div></div> |
| 4. The description of the store and objectives of the promotion plan are clearly defined | | 22 | <div></div> | <div></div> | |
| 5. The schedule of events shows continuity and logical order | | 42 | <div></div> | <div></div> | |
| 6. The schedule of events is clearly identified and support the promotional areas of special events, advertising, display, publicity and in-store activities | | 28 | <div></div> | <div></div> | |
| 7. The responsibility sheet is compatible with the size and location of the store as described | | 62 | <div></div> | <div></div> | |
| 8. The budget is realistic for the promotion plan based on size and location of the store. All costs that would be incurred have been considered | | 62 | <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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| 9. The promotion plan stresses the benefits to the retail establishment | | 62 | <div></div> | <div></div> | <div></div> |
| 10. The promotion plan shows real creativity and uses a unique and effective approach. The visual aids, if used, clarify and/or enhance the promotion plan | ✓ | 100 | <div></div> | <div></div> | <div></div> |
| 11. The oral presentation shows evidence of realistic knowledge of promotion principles and is well-organized and presented in a logical manner | ✓ | 66 | <div></div> | <div></div> | <div></div> |
| 12. Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present | ✓ | 75 | <div></div> | <div></div> | <div></div> |

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