

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	77	41	<div></div>	<div></div>	<div></div>
Preliminary Fact Sheets and Oral Presentation	70	44	<div></div>	<div></div>	<div></div>
Overall	147	36	<div></div>	<div></div>	<div></div>



Student: Helen Zhang
School: Havergal College
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	50	50	66	<div></div>
Channel Management	66	66	83	<div></div>
Communications	100	100	100	<div></div>
Customer Relations	50	50	66	<div></div>
Economics	100	100	100	<div></div>
Emotional Intelligence	75	33	66	<div></div>
Financial Analysis	80	50	83	<div></div>
Information Management	75	66	80	<div></div>
Market Planning	75	50	80	<div></div>
Marketing	100	100	100	<div></div>
Marketing-Information Management	78	100	83	<div></div>
Operations	60	33	66	<div></div>
Pricing	100	100	100	<div></div>
Product/Service Management	76	40	72	<div></div>
Professional Development	80	66	83	<div></div>
Promotion	81	75	81	<div></div>
Selling	62	50	66	<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	✓	77	<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	✓	66	<div></div>	
3. The fact sheets have a professional layout and contain proper grammar, spelling and word usage	✓	80	<div></div>	
4. The description of the store and objectives of the promotion plan are clearly defined	✓	66	<div></div>	
5. The schedule of events shows continuity and logical order	✓	71	<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		64	<div></div>	
7. The responsibility sheet is compatible with the size and location of the store as described	✓	75	<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	✓	75	<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	✓	75	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></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		42	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></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		33	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></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		50	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>

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