

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	88	54	<div></div>	<div></div>	<div></div>
Preliminary Fact Sheets and Oral Presentation	99	100	<div></div>	<div></div>	<div></div>
Final Fact Sheets and Oral Presentation	69	16	<div></div>	<div></div>	<div></div>
Overall	187	63	<div></div>	<div></div>	<div></div>



Student:	Keira Engelen
School:	University of Toronto Schools
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	66	66	83	<div></div>	<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	87	66	83	<div></div>	<div></div>
Financial Analysis	80	50	83	<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	100	100	100	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	90	100	90	<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	✓	100	<div></div>	<div></div>	<div></div>
2. The fact sheets show evidence of a realistic know ledge of fashion merchandising and are well-organized and presented in a logical manner	✓	100	<div></div>	<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	✓	100	<div></div>	<div></div>	<div></div>
5. The schedule of events show s continuity and logical order	✓	100	<div></div>	<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	✓	92	<div></div>	<div></div>	<div></div>
7. The responsibility sheet is compatible w ith the size and location of the store as described	✓	100	<div></div>	<div></div>	<div></div>
8. The budget is realistic for the promotion plan based on size and location of the store. All costs that w ould be incurred have been considered	✓	100	<div></div>	<div></div>	<div></div>

Final Fact Sheets and Oral Presentation					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One-page description of the promotion plan		33	<div></div>	<div></div>	<div></div>
2. The fact sheets show evidence of a realistic know ledge of fashion merchandising and are well-organized and presented in a logical manner	✓	100	<div></div>	<div></div>	<div></div>
3. The fact sheets have a professional layout and contain proper grammar, spelling and word usage	✓	66	<div></div>	<div></div>	<div></div>
4. The description of the store and objectives of the promotion plan are clearly defined		20	<div></div>	<div></div>	<div></div>
5. The schedule of events show s continuity and logical order		25	<div></div>	<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		16	<div></div>	<div></div>	<div></div>
7. The responsibility sheet is compatible w ith the size and location of the store as described	✓	80	<div></div>	<div></div>	<div></div>
8. The budget is realistic for the promotion plan based on size and location of the store. All costs that w ould be incurred have been considered	✓	80	<div></div>	<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 know ledge and skill to be employed in an entry-level position in the career area.

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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 promotion plan stresses the benefits to the retail establishment	✓	100	<div><div></div><div></div><div></div><div></div></div>				9. The promotion plan stresses the benefits to the retail establishment	✓	50	<div><div></div><div></div><div></div><div></div><div></div></div>			
10.The promotion plan show s 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></div><div></div></div>				10.The promotion plan show s real creativity and uses a unique and effective approach. The visual aids, if used, clarify and/or enhance the promotion plan	✓	60	<div><div></div><div></div><div></div><div></div><div></div></div>			
11.The oral presentation show s evidence of realistic know ledge of promotion principles and is w ell-organized and presented in a logical manner	✓	100	<div><div></div><div></div><div></div><div></div></div>				11.The oral presentation show s evidence of realistic know ledge of promotion principles and is w ell-organized and presented in a logical manner	✓	50	<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	✓	100	<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	✓	66	<div><div></div><div></div><div></div><div></div><div></div></div>			

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