Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	84	50			
Preliminary Case Study	88	78			
Final Case Study	72	26			
Overall	172	54			

DECA™

2018 International Career Development Conference

Student:	Benjamin Ma
School:	WL Mackenzie CI
Association:	Ontario
Competitive Event:	Marketing Management Team Decision Making

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	50	50	66	
Channel Management	50	40	57	
Communications	100	100	100	
Customer Relations	100	100	100	
Economics	80	66	80	
Emotional Intelligence	100	100	100	
Financial Analysis	80	66	83	
Information Management	75	66	80	
Market Planning	100	100	100	
Marketing	100	100	100	
Marketing-Information Management	71	42	66	
Operations	100	100	100	
Pricing	66	50	75	
Product/Service Management	100	100	100	
Professional Development	80	50	80	
Promotion	72	50	70	
Selling	100	100	100	

Preliminary Case Study
Market Planning

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the nature of marketing planning?	✓	88	
2. Explain the nature of marketing plans?	✓	88	
3. Explain the concept of marketing strategies?	✓	88	
4. Explain the concept of market and market identification?	✓	80	
5. Identify company's brand promise?	✓	81	
6. Describe factors used by marketers to position products/services?	✓	90	
7. Identify communications channels used in sales promotion?	✓	90	
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?	✓	83	
11. Show evidence of creativity?	✓	85	
12. Overall impression and responses to the judge's questions	✓	83	

Final Case Study
Customer Relations

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the nature of positive customer relations?	✓	50	
2. Demonstrate a customer service mindset?	✓	40	
3. Identify company's brand promise?	✓	40	
4. Reinforce service orientation through communication?	✓	40	
5. Describe the use of business ethics in promotion?	✓	75	
6. Build trust in relationships?	✓	50	
7. Describe factors used by businesses to position corporate brands?	✓	40	
8. Reason effectively and use systems thinking?		33	
9. Make judgments and decisions, and solve problems?	✓	66	
10. Communicate clearly and show evidence of collaboration?	✓	66	
11. Show evidence of creativity?		33	
12. Overall impression and responses to the judge's questions		50	

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.