

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	84	47	<div></div>	<div></div>	<div></div>
Preliminary Fact Sheets and Oral Presentation	91	84	<div></div>	<div></div>	<div></div>
Final Fact Sheets and Oral Presentation	72	50	<div></div>	<div></div>	<div></div>
Overall	175	54	<div></div>	<div></div>	<div></div>



**Student:** Daniel Kim  
**School:** Don Mills CI  
**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	<div></div>	<div></div>
Channel Management	66	80	71	<div></div>	<div></div>
Communications	100	100	100	<div></div>	<div></div>
Customer Relations	100	100	100	<div></div>	<div></div>
Economics	100	100	100	<div></div>	<div></div>
Emotional Intelligence	62	40	57	<div></div>	<div></div>
Financial Analysis	60	50	66	<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	83	69	<div></div>	<div></div>
Operations	100	100	100	<div></div>	<div></div>
Pricing	66	66	75	<div></div>	<div></div>
Product/Service Management	92	83	90	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	81	83	81	<div></div>	<div></div>
Selling	100	100	100	<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 campaign	✓	100	<div></div>	<div></div>	<div></div>
2. The fact sheets show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner	✓	85	<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 product, service company or business selected and objectives of the campaign are clearly defined	✓	80	<div></div>	<div></div>	<div></div>
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	✓	83	<div></div>	<div></div>	<div></div>
6. The media selection is realistic and properly defined in terms of reach, frequency and continuity	✓	85	<div></div>	<div></div>	<div></div>
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	<div></div>	<div></div>	<div></div>
8. The advertising schedule shows continuity and logical order	✓	71	<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 campaign	✓	75	<div></div>	<div></div>	<div></div>
2. The fact sheets show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner	✓	66	<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 product, service company or business selected and objectives of the campaign are clearly defined	✓	75	<div></div>	<div></div>	<div></div>
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		50	<div></div>	<div></div>	<div></div>
6. The media selection is realistic and properly defined in terms of reach, frequency and continuity		50	<div></div>	<div></div>	<div></div>
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	<div></div>	<div></div>	<div></div>
8. The advertising schedule shows continuity and logical order		40	<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 knowledge 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 campaign has a realistic length and promotions are scheduled properly in relation to the identified target markets	✓	71	<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		20	<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 w ould be incurred have been considered	✓	85	<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 w ould be incurred have been considered		20	<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		40	<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	✓	60	<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>			
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	✓	75	<div><div></div><div></div><div></div><div></div></div>			

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