Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	85	85			
Preliminary Role-play #1	44	25			
Preliminary Role-play #2	95	91			
Overall	224	52			

DECA™

2018 International Career Development Conference

Student:	Mary Ditta
School:	WL Mackenzie CI
Association:	Ontario
Competitive Event:	Food Marketing Series

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	100	100	100	
Channel Management	83	100	85	
Communications	100	100	100	
Customer Relations	100	100	100	
Economics	60	33	60	
Emotional Intelligence	100	100	100	
Financial Analysis	60	33	60	
Information Management	75	100	80	
Market Planning	100	100	100	
Marketing	100	100	100	
Marketing-Information Management	64	33	58	
Operations	100	100	100	
Pricing	66	50	66	
Product/Service Management	100	100	100	
Professional Development	100	100	100	
Promotion	81	75	80	
Selling	87	66	83	

Preliminary Role-play #1
Marketing

	Met Prof	Intl %ile	NV BE ME EE
1. Describe marketing functions and related activities?		44	
2. Explain factors that influence customer/client/business buying behavior?		41	
3. Demonstrate connections between company actions and results?		29	
4. \"Sell\" ideas to others?	✓	73	
5. Assess product packaging requirements?		33	
6. Reason effectively and use systems thinking?		31	
7. Make judgments and decisions, and solve problems?		42	
8. Communicate clearly?		62	
9. Show evidence of creativity?		38	
10. Overall impression and responses to the judge's questions		62	

Preliminary Role-play #2
Promotion

	Met Prof	Intl %ile	NV BE ME EE
1. Explain types of advertising media?	✓	100	
2. Explain the components of advertisements?	✓	100	

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.

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	85	85			
Preliminary Role-play #1	44	25			
Preliminary Role-play #2	95	91			
Overall	224	52			

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Development Conference

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Association: Ontario
Competitive Event: Food Marketing Series

Preliminary Role-play #2
Promotion

	Met Prof	Intl %ile	NV	BE	ME	EE
3. Explain the importance of coordinating elements in advertisements?	✓	79				
4. Explain the nature of product/service branding?	✓	89				
5. Identify a product/service's competitive advantage?	✓	93				
6. Reason effectively and use systems thinking?	✓	70				
7. Make judgments and decisions, and solve problems?	✓	100				
8. Communicate clearly?	✓	100				
9. Show evidence of creativity?	✓	100				
10. Overall impression and responses to the judge's questions	✓	100				

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

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