

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	94	100	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	95	90	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	50	22	<div></div>	<div></div>	
Overall	239	61	<div></div>	<div></div>	<div></div>



**Student:** Olga Starenky  
**School:** WL Mackenzie CI  
**Association:** Ontario  
**Competitive Event:** Apparel and Accessories Marketing Series

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	83	100	85	<div></div>	<div></div>
Communications	100	100	100	<div></div>	<div></div>
Customer Relations	100	100	100	<div></div>	<div></div>
Economics	80	66	83	<div></div>	<div></div>
Emotional Intelligence	100	100	100	<div></div>	<div></div>
Financial Analysis	100	100	100	<div></div>	<div></div>
Information Management	75	100	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	92	100	90	<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	81	60	80	<div></div>	<div></div>
Selling	100	100	100	<div></div>	<div></div>

Preliminary Role-play #1 Promotion				
	Met Prof	Intl %ile	NV	BE ME EE
1. Identify components of a retail image?	✓	86	<div></div>	<div></div>
2. Explain the nature of effective communications?	✓	89	<div></div>	<div></div>
3. Identify the elements of the promotional mix?	✓	86	<div></div>	<div></div>
4. Describe word-of-mouth channels used to communicate with targeted audience?	✓	86	<div></div>	<div></div>
5. Explain types of advertising media?	✓	84	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	97	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	100	<div></div>	<div></div>
8. Communicate clearly?	✓	100	<div></div>	<div></div>
9. Show evidence of creativity?	✓	100	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	100	<div></div>	<div></div>

Preliminary Role-play #2 Marketing-Information Management				
	Met Prof	Intl %ile	NV	BE ME EE
1. Describe the need for marketing data?	✓	57	<div></div>	<div></div>
2. Identify information monitored for marketing decision making?	✓	70	<div></div>	<div></div>
3. Discuss the nature of sampling plans?	✓	80	<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 Role-play #2 Marketing-Information Management					
	Met Prof	Intl %ile	NV	BE	ME EE
4. Scan the marketplace to identify factors that could influence merchandising decisions?	✓	73	<div></div>	<div></div>	<div></div>
5. Explain the role of situation analysis in the marketing planning process?	✓	73	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		47	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		33	<div></div>	<div></div>	<div></div>
8. Communicate clearly?		60	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		43	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		53	<div></div>	<div></div>	<div></div>

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