

Normalized scores are reported here. Normalization is a statistical process allowing for the comparison of different datasets (i.e., sections) in a way that eliminates the effects of certain influences (i.e., different judges). Scores are reported as if participants were all evaluated by the same judge, when in fact they were not.

Category	Normal score	%ile	International %ile low	med	high
Preliminary Case Study	77	100	44		
Final Case Study	78	100	50		
Overall	77	100	42		



Student:
School:
Location:
Competitive Event: International Marketing

State/Provincial percentile rank is reported here. The percentile rank of the normalized score is interpreted as the percentage of participants from the same state/province who scored at or below the score of interest.

Preliminary Case Study						Final Case Study					
Instructional Area: Selling						Instructional Area: Marketing-Information Management					
	Met Prof	Intl %ile	NV	BE	ME EE		Met Prof	Intl %ile	NV	BE	ME EE
1. Analyze product needs and opportunities.		48				1. Explain principles of supply and demand.	✓	83			
2. Explain new product development processes.	✓	68				2. Explain the nature and scope of the pricing function.	✓	66			
3. Discuss the global environment in which businesses operate.	✓	92				3. Establish pricing objectives.	✓	100			
4. Determine initial feasibility of product idea.	✓	48				4. Select pricing policies.	✓	41			
5. Develop new-product launch plan.		40				5. Evaluate pricing decisions.	✓	25			
6. Clarity of expression		24				6. Clarity of expression	✓	41			
7. Organization of ideas		32				7. Organization of ideas	✓	66			
8. Showed evidence of mature judgment	✓	64				8. Showed evidence of mature judgment	✓	100			
9. Overall performance: Appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions	✓	60				9. Overall performance: Appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions	✓	50			

Performance on the preliminary and final (if applicable) case studies is reported here. The overall instructional area being assessed in each case study is listed along with the specific performance indicators being evaluated by the judge.

International percentile rank is reported here. The percentile rank of the normalized score is interpreted as the percentage of all participants who scored at or below the score of interest.