

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	International %ile	low	med	high
Comprehensive Exam	81	72	■	■	■
Role-Play #1	88	85	■	■	■
Role-Play #2	93	90	■	■	■
Final Role-Play	85	60	■	■	
Overall	262	86	■	■	■



Student: _____
School: _____
Location: _____
Competitive Event: Marketing Management Series

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.

Comprehensive Exam Marketing Cluster Exam						
	Raw score	%ile	Intl %ile	low	mid	high
Channel Management	50	47	52	■	■	
Communication Skills	100	100	100	■	■	■
Economics	100	100	100	■	■	■
Emotional Intelligence	50	11	19	■	■	
Financial Analysis	67	61	72	■	■	
Information Management	100	100	100	■	■	■
Market Planning	100	100	100	■	■	■
Marketing-Information Management	93	97	99	■	■	■
Operations	40	8	15	■	■	
Product/Service Management	73	62	63	■	■	■
Professional Development	100	100	100	■	■	■
Promotion	85	92	98	■	■	■
Selling	100	100	100	■	■	■

Performance on the exam component of the competitive event is reported here. Performance feedback is broken down by instructional area (i.e., economics, selling).

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.

Role-Play #1 Instructional Area: Operations			
	Met Prof	Intl %ile	NV BE ME EE
1. Describe factors used by marketers to position products/services.	✓	84	■
2. Identify product's/service's competitive advantage.		43	■
3. Communicate core values of product/service.	✓	71	■
4. Identify internal and external service standards.	✓	84	■
5. Explain the role of customer service as a component of selling relationships.	✓	100	■
6. Reason effectively, use systems thinking, make judgments and decisions, and solve problems.	✓	100	■
7. Overall impression and response to the judge's questions	✓	88	■

Role-Play #2 Instructional Area: Promotion			
	Met Prof	Intl %ile	NV BE ME EE
1. Explain the nature and scope of the pricing function.	✓	88	■
2. Explain factors affecting pricing decisions.	✓	89	■
3. Describe the role of business ethics in pricing.	✓	68	■
4. Discuss motivational theories that impact buying behavior.	✓	77	■
5. Identify ways to track marketing-communications activities.	✓	81	■

Final Role-Play Instructional Area: Pricing			
	Met Prof	Intl %ile	NV BE ME EE
1. Explain the importance of company involvement in community activities.		45	■
2. Identify types of public-relations activities.	✓	100	■
3. Discuss internal and external audiences for public-relations activities.		85	■
4. Identify company's brand promise.		25	■
5. Describe factors used by marketers to position products/services.		80	■
6. Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		100	■
7. Overall impression and response to the judge's questions	✓	95	■

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

Key: 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.