

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
Comprehensive Exam	76	83	79		
Preliminary Case Study	85	80	67		
Final Study	90	NED	91		
Overall	161	100	80		



Student:

School:

Location:

Competitive Event: Fashion Merchandising & Marketing

Comprehensive Exam Retail Management and Merchandising Cluster Exam					Preliminary Case Study Instructional Area: Product/Service Management					Final Case Study Instructional Area: Marketing-Information Management				
	Raw score	%ile	Intl %ile	low mid high		Met Prof	Intl %ile	NV BE ME EE		Met Prof	Intl %ile	NV BE ME EE		
Channel Management	50	83	73		1. Develop marketing plan.	✓	91		1. Plan promotional strategy.	✓	100			
Distribution	67	100	62		2. Set marketing goals and objectives.	✓	85		2. Explain the nature of direct marketing channels.	✓	91			
Economics	80	83	71		3. Explain the concept of marketing strategies.	✓	82		3. Identify communications channels used in sales promotion.	✓	91			
Financial Analysis	100	100	100		4. Profile target customer.		35		4. Develop strategies to position corporate brand.	✓	100			
Market Planning	100	100	100		5. Identify components of a retail image.		52		5. Build corporate brands.	✓	91			
Marketing-Information Management	79	100	86		6. Overall impression and responses to the judge's questions		52		6. Overall impression and responses to the judge's questions	✓	100			
Operations	100	100	100											
Product/Service Management	87	100	96											
Promotion	50	66	35											
Selling	50	83	56											
Strategic Management	70	83	68											

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.

Performance on the preliminary and final (if applicable) case studies is reported here. The overall instructional area being assessed in each simulation 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.

Key: NV=No value, NED=Not Enough Data, 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.