






























2014 Judges' Assessments

Ontario

| Composite Score | Ontario | 60.2 | |  |
|---|---------------|-----------------|--|--|
| | International | 51.2 | |  |
| Accounting Applications | | | | |
| Final Presentation | Ontario | 63.4 out of 100 | |  |
| | International | 52.4 | |  |
| Determine the book value of a plant asset. | | 10.7 out of 16 | |  |
| Discuss the role of ethics in accounting. | | 7.3 out of 16 | |  |
| Discuss the use of Generally Accepted Accounting Principles (GAAP). | | 10.7 out of 16 | |  |
| Explain the responsibilities of finance professionals in providing client services. | | 9.7 out of 16 | |  |
| Overall impression and response to the judge's questions | | 7.9 out of 10 | |  |
| Prepare depreciation schedules and explain depreciation methods. | | 10.6 out of 16 | |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 6.6 out of 10 | |  |
| Preliminary Case Study | Ontario | 92.3 out of 100 | |  |
| | International | 63.3 | |  |
| Demonstrate the wise use of credit. | | 15.0 out of 16 | |  |
| Describe the nature of cash flow statements. | | 15.1 out of 16 | |  |
| Discuss the use of financial ratios in accounting. | | 14.4 out of 16 | |  |
| Explain the purposes and importance of credit. | | 14.8 out of 16 | |  |
| Overall impression and response to the judge's questions | | 9.7 out of 10 | |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 9.2 out of 10 | |  |
| Set financial goals. | | 14.1 out of 16 | |  |
| Preliminary Presentation | Ontario | 86.7 out of 100 | |  |
| | International | 64.4 | |  |
| Describe the nature of income statements. | | 14.6 out of 16 | |  |
| Describe the need to accurately report a business's financial position. | | 14.6 out of 16 | |  |
| Discuss the role of ethics in accounting. | | 13.2 out of 16 | |  |
| Discuss the use of Generally Accepted Accounting Principles (GAAP). | | 13.3 out of 16 | |  |
| Explain the nature of balance sheets. | | 14.4 out of 16 | |  |
| Overall impression and response to the judge's questions | | 8.9 out of 10 | |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 7.7 out of 10 | |  |

2014 Judges' Assessments

Ontario

| | | | | |
|--|----------------------|------------------------|--|--|
| Composite Score | Ontario | 60.2 | | |
| | International | 51.2 | | |
| Advertising Campaign Event | | | | |
| Final Presentation | Ontario | 48.3 out of 96 | | |
| | International | 46.1 | | |
| Anticipated sales are given and are realistic in terms of length and budget of the campaign. Mentions how the results will be evaluated. | | 3.3 out of 8 | | |
| Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present. | | 3.0 out of 4 | | |
| The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original. | | 5.3 out of 7 | | |
| The advertising scheduled shows continuity and logical order | | 3.0 out of 8 | | |
| The budget is realistic for the campaign based on the product and location of the campaign. All costs that would be incurred have been considered. | | 2.6 out of 8 | | |
| The campaign has a realistic length and promotions are scheduled properly in relation to the stated target markets. | | 4.9 out of 8 | | |
| The campaign shows real creativity and uses a unique and effective approach. | | 2.8 out of 7 | | |
| The campaign stresses product and/or service benefits that appeal to the target markets described. | | 5.0 out of 8 | | |
| The media selection is realistic and properly defined in terms of reach, frequency and continuity | | 2.5 out of 8 | | |
| The oral presentation clearly expands and develops the objectives as written in the fact sheets | | 9.1 out of 15 | | |
| The target market is clearly and accurately analyzed for the product(s) and/or service(s) selected. The secondary target markets are accurately considered. | | 3.0 out of 8 | | |
| The written and oral presentations show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner. | | 3.9 out of 7 | | |
| Preliminary Presentation | Ontario | 87.9 out of 100 | | |
| | International | 69.4 | | |






























2014 Judges' Assessments

Ontario

| Composite Score | Ontario | 60.2 | | |
|--|---------------|------|--|--|
| | International | 51.2 | | |
| Anticipated sales are given and are realistic in terms of length and budget of the campaign. Mentions how the results will be evaluated. | 7.2 out of | 8 | | |
| Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage. | 3.8 out of | 4 | | |
| Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present. | 4.0 out of | 4 | | |
| The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original. | 6.5 out of | 7 | | |
| The advertising scheduled shows continuity and logical order | 7.7 out of | 8 | | |
| The budget is realistic for the campaign based on the product and location of the campaign. All costs that would be incurred have been considered. | 5.9 out of | 8 | | |
| The campaign has a realistic length and promotions are scheduled properly in relation to the stated target markets. | 6.7 out of | 8 | | |
| The campaign shows real creativity and uses a unique and effective approach. | 6.6 out of | 7 | | |
| The campaign stresses product and/or service benefits that appeal to the target markets described. | 7.2 out of | 8 | | |
| The media selection is realistic and properly defined in terms of reach, frequency and continuity | 6.9 out of | 8 | | |
| The oral presentation clearly expands and develops the objectives as written in the fact sheets | 13.6 out of | 15 | | |
| The target market is clearly and accurately analyzed for the product(s) and/or service(s) selected. The secondary target markets are accurately considered. | 6.2 out of | 8 | | |
| The written and oral presentations show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner. | 5.7 out of | 7 | | |

2014 Judges' Assessments

Ontario

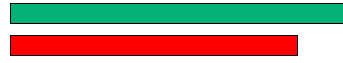
| | | | | |
|---|----------------------|-----------------|--|--|
| Composite Score | Ontario | 60.2 | |  |
| | International | 51.2 | |  |
| Apparel and Accessories Marketing | | | | |
| Final Presentation | Ontario | 54.0 out of 100 | |  |
| | International | 54.1 | |  |
| Discuss motivational theories that impact buying behavior. | | 10.0 out of 16 | |  |
| Explain key factors in building a clientele. | | 8.0 out of 16 | |  |
| Explain the concept of market and market identification. | | 6.3 out of 16 | |  |
| Explain the concept of marketing strategies. | | 7.8 out of 16 | |  |
| Explain the use of brand names in selling. | | 8.0 out of 16 | |  |
| Overall impression and response to the judge's questions | | 8.3 out of 10 | |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 5.8 out of 10 | |  |
| Preliminary Case Study | Ontario | 81.5 out of 100 | |  |
| | International | 66.1 | |  |
| Describe factors used by businesses to position corporate brands. | | 12.8 out of 16 | |  |
| Discuss motivational theories that impact buying behavior. | | 12.6 out of 16 | |  |
| Explain business ethics in product/service management. | | 14.0 out of 16 | |  |
| Identify company's brand promise. | | 11.8 out of 16 | |  |
| Identify components of a retail image. | | 13.5 out of 16 | |  |
| Overall impression and response to the judge's questions | | 8.9 out of 10 | |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 8.0 out of 10 | |  |
| Preliminary Presentation | Ontario | 92.4 out of 100 | |  |
| | International | 66.9 | |  |
| Analyze the impact of technology on retailing. | | 14.1 out of 16 | |  |
| Coordinate channel management with other marketing activities. | | 15.0 out of 16 | |  |
| Explain the components of advertisements. | | 14.9 out of 16 | |  |
| Explain the nature of channel-member relationships. | | 14.5 out of 16 | |  |
| Identify communication channels used in sales promotion. | | 14.9 out of 16 | |  |
| Overall impression and response to the judge's questions | | 9.4 out of 10 | |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 9.6 out of 10 | |  |

2014 Judges' Assessments

Ontario






























Composite Score

| | |
|---------------|------|
| Ontario | 60.2 |
| International | 51.2 |
































2014 Judges' Assessments

Ontario

| | | | |
|---|----------------------|-----------------|--|
| Composite Score | Ontario | 60.2 |  |
| | International | 51.2 |  |
| Automotive Services Marketing | | | |
| Final Presentation | Ontario | 57.0 out of 100 |  |
| | International | 51.8 |  |
| Communicate core values of product/service. | | 8.0 out of 16 |  |
| Discuss actions employees can take to achieve the company's desired results. | | 9.0 out of 16 |  |
| Explain customer/client/business buying behavior. | | 7.7 out of 16 |  |
| Explain the concept of marketing strategies. | | 9.3 out of 16 |  |
| Identify company's unique selling proposition. | | 8.7 out of 16 |  |
| Overall impression and response to the judge's questions | | 8.0 out of 10 |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 6.3 out of 10 |  |
| Preliminary Case Study | Ontario | 83.2 out of 100 |  |
| | International | 68.0 |  |
| Describe factors used by businesses to position corporate brands. | | 14.0 out of 16 |  |
| Explain key factors in building a clientele. | | 13.2 out of 16 |  |
| Explain the importance of company involvement in community activities. | | 12.2 out of 16 |  |
| Explain the role of promotion as a marketing function. | | 12.7 out of 16 |  |
| Explain the types of promotion. | | 14.0 out of 16 |  |
| Overall impression and response to the judge's questions | | 8.8 out of 10 |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 8.3 out of 10 |  |
| Preliminary Presentation | Ontario | 85.2 out of 100 |  |
| | International | 68.8 |  |
| Analyze the impact of technology on marketing. | | 14.5 out of 16 |  |
| Describe data-collection methods. | | 12.8 out of 16 |  |
| Describe the need for marketing information. | | 13.7 out of 16 |  |
| Discuss the nature of sampling plans. | | 13.8 out of 16 |  |
| Explain how organizations adapt to today's markets. | | 13.5 out of 16 |  |
| Overall impression and response to the judge's questions | | 8.3 out of 10 |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 8.5 out of 10 |  |

2014 Judges' Assessments

Ontario

| | | | |
|---|----------------------|-----------------|--|
| Composite Score | Ontario | 60.2 |  |
| | International | 51.2 |  |
| Business Finance | | | |
| Final Presentation | Ontario | 66.6 out of 100 |  |
| | International | 62.7 |  |
| Calculate financial ratios. | | 9.8 out of 16 |  |
| Determine factors affecting business risk. | | 11.6 out of 16 |  |
| Discuss the use of financial ratios in business finance. | | 11.2 out of 16 |  |
| Make capital expenditure decisions. | | 10.6 out of 16 |  |
| Overall impression and response to the judge's questions | | 5.6 out of 10 |  |
| Provide legitimate responses to inquiries. | | 11.0 out of 16 |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 6.8 out of 10 |  |
| Preliminary Case Study | Ontario | 94.4 out of 100 |  |
| | International | 76.0 |  |
| Describe the nature of cash flows. | | 15.4 out of 16 |  |
| Describe types of financial-services providers. | | 15.4 out of 16 |  |
| Discuss considerations in selecting a financial-services provider. | | 15.4 out of 16 |  |
| Discuss the nature of short-term (operating) financial plans. | | 15.2 out of 16 |  |
| Explain the role and responsibilities of financial managers. | | 14.0 out of 16 |  |
| Overall impression and response to the judge's questions | | 9.4 out of 10 |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 9.6 out of 10 |  |
| Preliminary Presentation | Ontario | 96.0 out of 100 |  |
| | International | 76.1 |  |
| Describe the nature of cash flows. | | 16.0 out of 16 |  |
| Determine factors affecting business risk. | | 16.0 out of 16 |  |
| Explain the impact of the law of diminishing returns. | | 14.8 out of 16 |  |
| Identify factors affecting a business's profit. | | 14.8 out of 16 |  |
| Make capital expenditure decisions. | | 15.8 out of 16 |  |
| Overall impression and response to the judge's questions | | 9.2 out of 10 |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 9.4 out of 10 |  |

2014 Judges' Assessments

Ontario

Composite Score

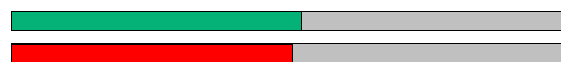
Ontario 60.2
International 51.2



Business Law and Ethics Team Decision Making

Final Presentation

Ontario 51.8 out of 100
International 50.3



Communicate clearly and show evidence of collaboration. 4.3 out of 6



Demonstrate a customer-service mindset. 5.5 out of 10



Describe the use of technology in customer relationship management. 2.8 out of 10



Explain the nature of effective communications. 3.8 out of 10



Explain the nature of positive customer relations. 5.0 out of 10



Explain the role of ethics in information management. 4.3 out of 10



Handle customer/client complaints. 4.3 out of 10



Make judgments and decisions, and solve problems. 3.8 out of 6



Overall impression and responses to the judge's questions. 3.0 out of 6



Reason effectively and use systems thinking. 4.3 out of 6



Show evidence of creativity. 4.8 out of 6



Take responsibility for decisions and actions. 6.3 out of 10



Preliminary Presentation

Ontario 73.6 out of 100
International 66.9



Communicate clearly and show evidence of collaboration. 5.4 out of 6



Demonstrate a customer-service mindset. 7.1 out of 10



Describe the use of technology in customer relationship management. 7.0 out of 10



Explain the nature of effective communications. 7.6 out of 10



Explain the nature of positive customer relations. 7.1 out of 10



Explain the role of ethics in information management. 6.3 out of 10



Handle customer/client complaints. 6.7 out of 10



Make judgments and decisions, and solve problems. 5.1 out of 6



Overall impression and responses to the judge's questions. 4.6 out of 6



Reason effectively and use systems thinking. 4.3 out of 6



Show evidence of creativity. 4.4 out of 6



Take responsibility for decisions and actions. 7.9 out of 10



2014 Judges' Assessments

Ontario

Composite Score

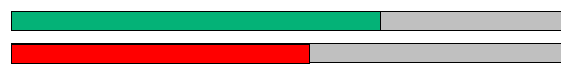
Ontario 60.2
International 51.2



Business Service Marketing

Final Presentation

Ontario 66.0 out of 100
International 53.3



Analyze the impact of technology on marketing.

10.0 out of 16



Explain the nature of a promotional plan.

9.5 out of 16



Identify communications channels used in sales promotion.

10.5 out of 16



Identify company's brand promise.

9.5 out of 16



Identify the elements of the promotional mix.

9.0 out of 16



Overall impression and response to the judge's questions

9.5 out of 10



Reason effectively, use systems thinking, make judgments and decisions, and solve problems.

8.0 out of 10



Preliminary Case Study

Ontario 84.0 out of 100
International 68.2



Collect product quality data.

12.3 out of 16



Describe data-collection methods.

13.7 out of 16



Describe the need for marketing information.

13.3 out of 16



Describe types of rating scales.

13.9 out of 16



Discuss the nature of sampling plans.

13.7 out of 16



Overall impression and response to the judge's questions

8.9 out of 10



Reason effectively, use systems thinking, make judgments and decisions, and solve problems.

8.3 out of 10



Preliminary Presentation

Ontario 91.6 out of 100
International 69.7



Communicate core values of product/service.

13.7 out of 16



Explain key factors in building a clientele.

15.1 out of 16



Explain the concept of market and market identification.

15.1 out of 16



Explain the concept of marketing strategies.

14.3 out of 16



Explain the nature of marketing plans.

14.9 out of 16



Overall impression and response to the judge's questions

9.4 out of 10














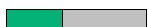

















Reason effectively, use systems thinking, make judgments and decisions, and solve problems.

9.0 out of 10



2014 Judges' Assessments

Ontario

| | | | | |
|---|----------------------|-------------|----|--|
| Composite Score | Ontario | 60.2 | |  |
| | International | 51.2 | |  |
| Business Services Operations Research | | | | |
| Final Case Study | Ontario | 30.2 out of | 60 |  |
| | International | 32.4 | |  |
| Conclusions based on the findings | | 2.0 out of | 4 |  |
| Costs associated with proposed rebranding strategies | | 1.8 out of | 4 |  |
| Description and rationale of research methodologies selected to conduct the research study | | 3.8 out of | 6 |  |
| Description of the business or organization | | 2.0 out of | 3 |  |
| Description of the community (economic, geographic, demographic and socioeconomic factors) | | 2.0 out of | 3 |  |
| Findings of the research study | | 2.0 out of | 4 |  |
| Objectives and rationale of the proposed rebranding plan | | 2.4 out of | 7 |  |
| One-page description of the project | | 2.0 out of | 5 |  |
| Overview of the business or organization's mission, target market and existing branding efforts | | 2.4 out of | 3 |  |
| Process used to conduct the selected research methods | | 3.2 out of | 6 |  |
| Professional layout, neatness, proper grammar, spelling and word usage | | 2.0 out of | 4 |  |
| Proposed activities and timelines | | 2.4 out of | 7 |  |
| Proposed metrics to measure return on investment (ROI) | | 2.2 out of | 4 |  |
| Final Presentation | Ontario | 25.4 out of | 40 |  |
| | International | 25.1 | |  |
| Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation | | 6.6 out of | 10 |  |
| Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all | | 5.0 out of | 6 |  |
| Question on the details of the findings and conclusions | | 2.0 out of | 6 |  |
| Question on the proposed budget | | 4.4 out of | 6 |  |
| Question on the proposed plan | | 2.2 out of | 6 |  |
| Question on the research methods | | 5.2 out of | 6 |  |
| Preliminary Case Study | Ontario | 46.1 out of | 60 |  |
| | International | 39.7 | |  |
| Conclusions based on the findings | | 3.0 out of | 4 |  |
| Costs associated with proposed rebranding strategies | | 4.0 out of | 4 |  |






























2014 Judges' Assessments

Ontario

| Composite Score | Ontario | 60.2 | | |
|---|---------------|----------------|--|--|
| | International | 51.2 | | |
| Description and rationale of research methodologies selected to conduct the research study | | 4.3 out of 6 | | |
| Description of the business or organization | | 2.8 out of 3 | | |
| Description of the community (economic, geographic, demographic and socioeconomic factors) | | 2.8 out of 3 | | |
| Findings of the research study | | 3.1 out of 4 | | |
| Objectives and rationale of the proposed rebranding plan | | 4.4 out of 7 | | |
| One-page description of the project | | 3.3 out of 5 | | |
| Overview of the business or organization's mission, target market and existing branding efforts | | 2.8 out of 3 | | |
| Process used to conduct the selected research methods | | 3.9 out of 6 | | |
| Professional layout, neatness, proper grammar, spelling and word usage | | 3.3 out of 4 | | |
| Proposed activities and timelines | | 5.0 out of 7 | | |
| Proposed metrics to measure return on investment (ROI) | | 3.8 out of 4 | | |
| Preliminary Presentation | Ontario | 39.3 out of 40 | | |
| | International | 31.4 | | |
| Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation | | 10.0 out of 10 | | |
| Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all | | 6.0 out of 6 | | |
| Question on the details of the findings and conclusions | | 6.0 out of 6 | | |
| Question on the proposed budget | | 5.6 out of 6 | | |
| Question on the proposed plan | | 5.8 out of 6 | | |
| Question on the research methods | | 5.9 out of 6 | | |






















2014 Judges' Assessments

Ontario

| | | | | |
|---|----------------------|-----------------------|--|--|
| Composite Score | Ontario | 60.2 | |  |
| | International | 51.2 | |  |
| Buying and Merchandising Operations Research | | | | |
| Final Case Study | Ontario | 33.3 out of 60 | |  |
| | International | 32.3 | |  |
| Conclusions based on the findings | | 1.7 out of 4 | |  |
| Costs associated with proposed rebranding strategies | | 2.4 out of 4 | |  |
| Description and rationale of research methodologies selected to conduct the research study | | 2.7 out of 6 | |  |
| Description of the business or organization | | 2.7 out of 3 | |  |
| Description of the community (economic, geographic, demographic and socioeconomic factors) | | 2.3 out of 3 | |  |
| Findings of the research study | | 2.4 out of 4 | |  |
| Objectives and rationale of the proposed rebranding plan | | 3.6 out of 7 | |  |
| One-page description of the project | | 3.3 out of 5 | |  |
| Overview of the business or organization's mission, target market and existing branding efforts | | 2.3 out of 3 | |  |
| Process used to conduct the selected research methods | | 2.4 out of 6 | |  |
| Professional layout, neatness, proper grammar, spelling and word usage | | 2.1 out of 4 | |  |
| Proposed activities and timelines | | 2.9 out of 7 | |  |
| Proposed metrics to measure return on investment (ROI) | | 2.4 out of 4 | |  |
| Final Presentation | Ontario | 32.1 out of 40 | |  |
| | International | 23.4 | |  |
| Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation | | 6.4 out of 10 | |  |
| Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all | | 5.3 out of 6 | |  |
| Question on the details of the findings and conclusions | | 5.1 out of 6 | |  |
| Question on the proposed budget | | 4.7 out of 6 | |  |
| Question on the proposed plan | | 5.4 out of 6 | |  |
| Question on the research methods | | 5.1 out of 6 | |  |
| Preliminary Case Study | Ontario | 47.8 out of 60 | |  |
| | International | 40.4 | |  |
| Conclusions based on the findings | | 3.6 out of 4 | |  |
| Costs associated with proposed rebranding strategies | | 3.4 out of 4 | |  |

2014 Judges' Assessments

Ontario

| Composite Score | Ontario | 60.2 | |  |
|---|---------------|----------------|--|--|
| | International | 51.2 | |  |
| Description and rationale of research methodologies selected to conduct the research study | | 4.1 out of 6 | |  |
| Description of the business or organization | | 2.9 out of 3 | |  |
| Description of the community (economic, geographic, demographic and socioeconomic factors) | | 2.8 out of 3 | |  |
| Findings of the research study | | 3.7 out of 4 | |  |
| Objectives and rationale of the proposed rebranding plan | | 5.3 out of 7 | |  |
| One-page description of the project | | 3.3 out of 5 | |  |
| Overview of the business or organization's mission, target market and existing branding efforts | | 3.0 out of 3 | |  |
| Process used to conduct the selected research methods | | 3.8 out of 6 | |  |
| Professional layout, neatness, proper grammar, spelling and word usage | | 3.4 out of 4 | |  |
| Proposed activities and timelines | | 4.7 out of 7 | |  |
| Proposed metrics to measure return on investment (ROI) | | 3.7 out of 4 | |  |
| Preliminary Presentation | Ontario | 36.8 out of 40 | |  |
| | International | 30.5 | |  |
| Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation | | 9.8 out of 10 | |  |
| Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all | | 5.8 out of 6 | |  |
| Question on the details of the findings and conclusions | | 5.4 out of 6 | |  |
| Question on the proposed budget | | 5.3 out of 6 | |  |
| Question on the proposed plan | | 5.2 out of 6 | |  |
| Question on the research methods | | 5.4 out of 6 | |  |

2014 Judges' Assessments

Ontario

| | | | | |
|--|----------------------|------------------------|--|--|
| Composite Score | Ontario | 60.2 | | |
| | International | 51.2 | | |
| Buying and Merchandising Team Decision Making | | | | |
| Final Presentation | Ontario | 58.3 out of 100 | | |
| | International | 52.2 | | |
| Communicate clearly and show evidence of collaboration. | | 3.5 out of 6 | | |
| Describe factors used by marketers to position products/services. | | 5.5 out of 10 | | |
| Describe the use of technology in the promotion function. | | 6.0 out of 10 | | |
| Explain customer/client/business buying behavior. | | 5.5 out of 10 | | |
| Explain the concept of marketing strategies. | | 5.8 out of 10 | | |
| Explain the nature of a promotional plan. | | 5.8 out of 10 | | |
| Explain the nature of direct marketing channels. | | 5.5 out of 10 | | |
| Identify communications channels used in sales promotion. | | 4.8 out of 10 | | |
| Make judgments and decisions, and solve problems. | | 3.5 out of 6 | | |
| Overall impression and responses to the judge's questions. | | 4.0 out of 6 | | |
| Reason effectively and use systems thinking. | | 4.0 out of 6 | | |
| Show evidence of creativity. | | 4.5 out of 6 | | |
| Preliminary Presentation | Ontario | 92.0 out of 100 | | |
| | International | 65.6 | | |
| Communicate clearly and show evidence of collaboration. | | 6.0 out of 6 | | |
| Describe factors used by businesses to position corporate brands. | | 9.0 out of 10 | | |
| Describe factors used by marketers to position products/services. | | 9.8 out of 10 | | |
| Explain the nature of product/service branding. | | 9.0 out of 10 | | |
| Explain the principle of supply and demand. | | 9.4 out of 10 | | |
| Identify company's unique selling proposition. | | 9.4 out of 10 | | |
| Identify factors affecting a business's profit. | | 9.0 out of 10 | | |
| Identify the impact of product life cycles on marketing decisions. | | 8.6 out of 10 | | |
| Make judgments and decisions, and solve problems. | | 5.4 out of 6 | | |
| Overall impression and responses to the judge's questions. | | 5.2 out of 6 | | |
| Reason effectively and use systems thinking. | | 5.8 out of 6 | | |
| Show evidence of creativity. | | 5.4 out of 6 | | |

2014 Judges' Assessments

Ontario

| | | | |
|------------------------|----------------------|-------------|--|
| Composite Score | Ontario | 60.2 | |
| | International | 51.2 | |

Community Service Project

| | | | |
|------------------|---------------|----------------|--|
| Final Case Study | Ontario | 19.5 out of 60 | |
| | International | 36.4 | |

| | | |
|---|--------------|--|
| Description and purpose of the project | 3.0 out of 5 | |
| Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service | 1.5 out of 5 | |
| Description of the local DECA chapter, school and community | 2.0 out of 4 | |
| Description of the project and documentation | 2.0 out of 5 | |
| Evaluation of the project | 1.0 out of 5 | |
| Historic background of the selected community service or charity | 2.0 out of 4 | |
| Impact goal for the beneficiary | 1.5 out of 4 | |
| Impact of the community service or charitable project | 0.5 out of 5 | |
| One-page description of the project | 1.5 out of 4 | |
| Organizational chart, member involvement and job descriptions | 1.5 out of 5 | |
| Professional layout, neatness, proper grammar, spelling and word usage | 1.5 out of 5 | |
| Rationale for selecting the community service or charitable project | 1.0 out of 5 | |
| Recommendation(s) for future projects | 0.5 out of 4 | |

| | | | |
|--------------------|---------------|----------------|--|
| Final Presentation | Ontario | 17.0 out of 40 | |
| | International | 22.8 | |

| | | |
|--|--------------|--|
| Opening presentation: description of the project; organization, clarity and effectiveness of the presentation | 3.0 out of 8 | |
| Overall performance, presentation technique, effective use of visuals and participation of all | 3.0 out of 4 | |
| To what extent did the chapter representatives adequately explain the benefits of the project to the chapter? | 1.0 out of 6 | |
| To what extent did the chapter representatives adequately explain the evaluation of the Community Service Project and recommendations for future projects? | 3.0 out of 6 | |
| To what extent did the chapter representatives adequately explain the implementation and coordination of the project? | 3.0 out of 6 | |
| To what extent did the chapter representatives adequately explain the reason(s) for selecting the Community Service Project? | 1.0 out of 6 | |





























2014 Judges' Assessments

Ontario

| Composite Score | Ontario | 60.2 | | |
|---|---------------|----------------|--|--|
| | International | 51.2 | | |
| To what extent did the chapter representatives demonstrate professional appearance, poise and confidence? | | 3.0 out of 4 | | |
| Preliminary Case Study | Ontario | 47.1 out of 60 | | |
| | International | 43.7 | | |
| Description and purpose of the project | | 3.5 out of 5 | | |
| Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service | | 3.5 out of 5 | | |
| Description of the local DECA chapter, school and community | | 3.5 out of 4 | | |
| Description of the project and documentation | | 3.7 out of 5 | | |
| Evaluation of the project | | 3.7 out of 5 | | |
| Historic background of the selected community service or charity | | 2.7 out of 4 | | |
| Impact goal for the beneficiary | | 3.0 out of 4 | | |
| Impact of the community service or charitable project | | 4.0 out of 5 | | |
| One-page description of the project | | 3.8 out of 4 | | |
| Organizational chart, member involvement and job descriptions | | 4.0 out of 5 | | |
| Professional layout, neatness, proper grammar, spelling and word usage | | 4.5 out of 5 | | |
| Rationale for selecting the community service or charitable project | | 3.6 out of 5 | | |
| Recommendation(s) for future projects | | 3.5 out of 4 | | |
| Preliminary Presentation | Ontario | 33.5 out of 40 | | |
| | International | 29.0 | | |
| Opening presentation: description of the project; organization, clarity and effectiveness of the presentation | | 6.7 out of 8 | | |
| Overall performance, presentation technique, effective use of visuals and participation of all | | 4.0 out of 4 | | |
| To what extent did the chapter representatives adequately explain the benefits of the project to the chapter? | | 4.8 out of 6 | | |
| To what extent did the chapter representatives adequately explain the evaluation of the Community Service Project and recommendations for future projects? | | 4.6 out of 6 | | |
| To what extent did the chapter representatives adequately explain the implementation and coordination of the project? | | 4.6 out of 6 | | |

2014 Judges' Assessments

Ontario

| Composite Score | Ontario | 60.2 | |  |
|--|---------------|----------------|--|--|
| | International | 51.2 | |  |
| To what extent did the chapter representatives adequately explain the reason(s) for selecting the Community Service Project? | | 4.6 out of 6 | |  |
| To what extent did the chapter representatives demonstrate professional appearance, poise and confidence? | | 4.0 out of 4 | |  |
| Creative Marketing Project | | | | |
| Preliminary Case Study | Ontario | 45.5 out of 60 | |  |
| | International | 43.1 | |  |
| Appropriate background information is provided | | 3.0 out of 4 | |  |
| Description of primary research conducted | | 2.5 out of 4 | |  |
| Description of secondary research conducted | | 2.8 out of 4 | |  |
| Description of the involvement of chapter members and businesspeople | | 2.2 out of 4 | |  |
| One-page description of the project | | 3.5 out of 4 | |  |
| Plan for implementing the recommendations | | 3.7 out of 4 | |  |
| Presentation of conclusions | | 4.0 out of 6 | |  |
| Presentation of findings | | 4.3 out of 6 | |  |
| Problem is stated clearly | | 3.3 out of 4 | |  |
| Professional layout, neatness, proper grammar, spelling and word usage | | 3.5 out of 4 | |  |
| Project presented to the appropriate officials | | 2.8 out of 4 | |  |
| Projected outcomes from the implementation | | 3.3 out of 4 | |  |
| Recommendations resulting from the study | | 3.7 out of 4 | |  |
| Significance of the problem studied | | 2.8 out of 4 | |  |
| Preliminary Presentation | Ontario | 27.2 out of 40 | |  |
| | International | 26.2 | |  |
| Opening presentation: description of the project; organization, clarity and effectiveness of the presentation | | 6.3 out of 8 | |  |
| Overall performance, presentation technique, effective use of visuals and participation of all | | 3.2 out of 4 | |  |
| Question on the findings and recommendations | | 6.0 out of 8 | |  |
| Question on the rationale for selecting the research problem | | 3.8 out of 8 | |  |
| Question on the rationale for the design of the research | | 4.2 out of 8 | |  |
| To what extent did the chapter representatives demonstrate professional appearance, poise and confidence? | | 3.7 out of 4 | |  |

2014 Judges' Assessments

Ontario

Composite Score

Ontario 60.2
International 51.2



Entrepreneurship Innovation Plan

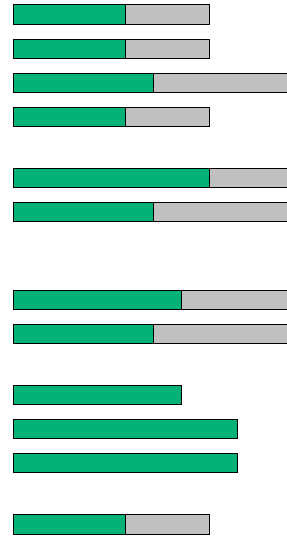
Final Presentation

Ontario 66.0 out of 100
International 78.5



- Description of the earning potential
- Description of the growth potential
- Description of the opportunity that exists
- Description of the potential reach of the proposed business/product/service
- Description of the target market
- Description of the trend(s) occurring which suggests that the proposed business/product/service will be marketable
- Description of the unique selling position
- Explanation of business/product/service proposed
- One-page description of the plan
- Overall impression of the concept paper
- Overall impression of the presentation and of the participant (articulate, knowledgeable)
- Request for financing and summary of key points

4.0 out of 7
4.0 out of 7
5.0 out of 10
4.0 out of 7
7.0 out of 10
5.0 out of 10
6.0 out of 10
5.0 out of 10
6.0 out of 6
8.0 out of 8
8.0 out of 8
4.0 out of 7



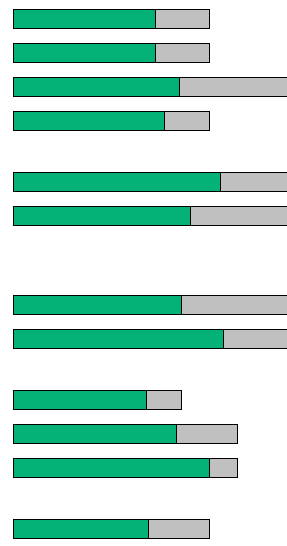
Preliminary Presentation

Ontario 71.2 out of 100
International 65.4



- Description of the earning potential
- Description of the growth potential
- Description of the opportunity that exists
- Description of the potential reach of the proposed business/product/service
- Description of the target market
- Description of the trend(s) occurring which suggests that the proposed business/product/service will be marketable
- Description of the unique selling position
- Explanation of business/product/service proposed
- One-page description of the plan
- Overall impression of the concept paper
- Overall impression of the presentation and of the participant (articulate, knowledgeable)
- Request for financing and summary of key points

5.1 out of 7
5.1 out of 7
5.9 out of 10
5.4 out of 7
7.4 out of 10
6.3 out of 10
6.0 out of 10
7.5 out of 10
4.8 out of 6
5.8 out of 8
7.0 out of 8
4.8 out of 7



2014 Judges' Assessments

Ontario

| | | | | |
|---|----------------------|------------------------|--|--|
| Composite Score | Ontario | 60.2 | | |
| | International | 51.2 | | |
| Entrepreneurship Participating-Franchise Business | | | | |
| Final Presentation | Ontario | 80.5 out of 100 | | |
| | International | 56.6 | | |
| Analysis of the business opportunity, customer and location | | 9.0 out of 10 | | |
| Capital and repayment plan | | 3.5 out of 5 | | |
| Introduction and self-analysis | | 4.5 out of 6 | | |
| Nonpersonal promotion | | 4.0 out of 5 | | |
| One-page description of the project | | 4.0 out of 4 | | |
| Overall impression of the presentation and of the participant (articulate, knowledgeable) | | 7.5 out of 10 | | |
| Overall impression of the written prospectus | | 8.0 out of 10 | | |
| Personal promotion | | 4.0 out of 5 | | |
| Place | | 4.0 out of 5 | | |
| Projected income/cash flow | | 8.0 out of 10 | | |
| Projected three-year plan | | 8.0 out of 10 | | |
| Proposed organization | | 3.5 out of 5 | | |
| Proposed pricing policies | | 5.0 out of 5 | | |
| Proposed product/service | | 3.5 out of 5 | | |
| Rationale and marketing research on the acceptability of the product/service | | 4.0 out of 5 | | |
| Preliminary Presentation | Ontario | 79.8 out of 100 | | |
| | International | 66.6 | | |
| Analysis of the business opportunity, customer and location | | 8.2 out of 10 | | |
| Capital and repayment plan | | 4.0 out of 5 | | |
| Introduction and self-analysis | | 4.8 out of 6 | | |
| Nonpersonal promotion | | 4.2 out of 5 | | |
| One-page description of the project | | 3.2 out of 4 | | |
| Overall impression of the presentation and of the participant (articulate, knowledgeable) | | 8.2 out of 10 | | |
| Overall impression of the written prospectus | | 7.4 out of 10 | | |
| Personal promotion | | 4.4 out of 5 | | |
| Place | | 4.2 out of 5 | | |
| Projected income/cash flow | | 7.4 out of 10 | | |
| Projected three-year plan | | 6.6 out of 10 | | |
| Proposed organization | | 4.4 out of 5 | | |
| Proposed pricing policies | | 4.6 out of 5 | | |
| Proposed product/service | | 4.0 out of 5 | | |
| Rationale and marketing research on the acceptability of the product/service | | 4.2 out of 5 | | |

2014 Judges' Assessments

Ontario

Composite Score

Ontario 60.2
International 51.2



Entrepreneurship Participating-Independent Business

Preliminary Presentation

Ontario 64.8 out of 100
International 61.8



Analysis of the business opportunity, customer and location

7.0 out of 10



Capital and repayment plan

3.8 out of 5



Introduction and self-analysis

4.0 out of 6



Nonpersonal promotion

4.0 out of 5



One-page description of the project

2.6 out of 4



Overall impression of the presentation and of the participant (articulate, knowledgeable)

7.0 out of 10



Overall impression of the written prospectus

4.6 out of 10



Personal promotion

3.6 out of 5



Place

3.6 out of 5



Projected income/cash flow

5.0 out of 10



Projected three-year plan

5.2 out of 10



Proposed organization

3.4 out of 5



Proposed pricing policies

3.4 out of 5



Proposed product/service

4.0 out of 5

































Rationale and marketing research on the acceptability of the product/service

3.6 out of 5












2014 Judges' Assessments

Ontario

| | | | | |
|--|----------------------|-----------------------|--|--|
| Composite Score | Ontario | 60.2 | |  |
| | International | 51.2 | |  |
| Entrepreneurship Promotion Project | | | | |
| Final Case Study | Ontario | 31.0 out of 60 | |  |
| | International | 29.4 | |  |
| Description of the local DECA chapter and the school and community | | 5.0 out of 7 | |  |
| Evaluation of campaign targeted at the outside audience | | 3.0 out of 8 | |  |
| Implementation of activity(ies) | | 3.0 out of 8 | |  |
| One-page description of the project | | 5.0 out of 7 | |  |
| Planning and organization of activity(ies) | | 5.0 out of 8 | |  |
| Professional layout, neatness, proper grammar, spelling and word usage | | 4.0 out of 6 | |  |
| Purpose of activity(ies) | | 3.0 out of 8 | |  |
| Recommendations for additional new activity(ies) for future campaigns | | 3.0 out of 8 | |  |
| Final Presentation | Ontario | 25.0 out of 40 | |  |
| | International | 19.3 | |  |
| A question about knowledge of entrepreneurship | | 5.0 out of 7 | |  |
| A question about knowledge of the importance of entrepreneurship | | 4.0 out of 7 | |  |
| A question about the activity(ies) completed | | 4.0 out of 7 | |  |
| Description and value of activity(ies) targeted at outside audiences | | 3.0 out of 7 | |  |
| Description of the project; organization, clarity and effectiveness of the presentation and involvement of all chapter representatives | | 5.0 out of 7 | |  |
| Professional standards (appearance, poise and confidence), presentation technique, effective use of visuals and participation of all | | 4.0 out of 5 | |  |
| Preliminary Case Study | Ontario | 49.0 out of 60 | |  |
| | International | 39.3 | |  |
| Description of the local DECA chapter and the school and community | | 5.4 out of 7 | |  |
| Evaluation of campaign targeted at the outside audience | | 5.6 out of 8 | |  |
| Implementation of activity(ies) | | 7.6 out of 8 | |  |
| One-page description of the project | | 6.4 out of 7 | |  |
| Planning and organization of activity(ies) | | 7.1 out of 8 | |  |
| Professional layout, neatness, proper grammar, spelling and word usage | | 4.0 out of 6 | |  |
| Purpose of activity(ies) | | 7.4 out of 8 | |  |
| Recommendations for additional new activity(ies) for future campaigns | | 5.4 out of 8 | |  |

2014 Judges' Assessments

Ontario

| Composite Score | Ontario | 60.2 | |  |
|--|---------------|----------------|--|--|
| | International | 51.2 | |  |
| Preliminary Presentation | Ontario | 35.7 out of 40 | |  |
| | International | 27.9 | |  |
| A question about knowledge of entrepreneurship | | 6.3 out of 7 | |  |
| A question about knowledge of the importance of entrepreneurship | | 6.6 out of 7 | |  |
| A question about the activity(ies) completed | | 5.6 out of 7 | |  |
| Description and value of activity(ies) targeted at outside audiences | | 6.4 out of 7 | |  |
| Description of the project; organization, clarity and effectiveness of the presentation and involvement of all chapter representatives | | 5.9 out of 7 | |  |
| Professional standards (appearance, poise and confidence), presentation technique, effective use of visuals and participation of all | | 5.0 out of 5 | |  |

2014 Judges' Assessments

Ontario

| | | | | |
|------------------------|----------------------|-------------|--|--|
| Composite Score | Ontario | 60.2 | | |
| | International | 51.2 | | |

Entrepreneurship Written Event

| | | | | |
|-------------------------|----------------------|-----------------------|--|--|
| Final Case Study | Ontario | 28.0 out of 60 | | |
| | International | 34.3 | | |

| | | |
|--|--------------|--|
| Analysis of the potential location(s) | 3.0 out of 4 | |
| Market segment analysis | 3.0 out of 4 | |
| One-page description of the project | 2.0 out of 4 | |
| Professional layout, neatness, proper grammar, spelling and word usage | 1.0 out of 4 | |
| Projected income and expenses | 3.0 out of 6 | |
| Proposed marketing strategies | 3.0 out of 8 | |
| Proposed organization | 0.0 out of 4 | |
| Proposed plan to meet capital needs | 2.0 out of 6 | |
| Proposed product/service | 3.0 out of 4 | |
| Request for financing | 2.0 out of 4 | |
| Self analysis | 1.0 out of 4 | |
| Trading area analysis | 1.0 out of 4 | |
| Type of business/product/service proposed and a brief description | 4.0 out of 4 | |

| | | | | |
|---------------------------|----------------------|-----------------------|--|--|
| Final Presentation | Ontario | 34.0 out of 40 | | |
| | International | 24.1 | | |




















| | | |
|---|---------------|--|
| Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation | 8.0 out of 10 | |
| Overall performance, presentation technique, effective use of visual aids and participation of all | 3.0 out of 5 | |
| Question on the analysis of the business situation | 5.0 out of 5 | |
| Question on the plan for operating the proposed business/product/service | 5.0 out of 5 | |
| Question on the plan to meet capital needs | 5.0 out of 5 | |
| Question on the projected income and expenses | 4.0 out of 5 | |
| To what extent did the participants demonstrate professional appearance, poise and confidence? | 4.0 out of 5 | |

| | | | | |
|-------------------------------|----------------------|-----------------------|--|--|
| Preliminary Case Study | Ontario | 38.1 out of 60 | | |
| | International | 38.9 | | |

| | | |
|--|--------------|--|
| Analysis of the potential location(s) | 2.9 out of 4 | |
| Market segment analysis | 3.1 out of 4 | |
| One-page description of the project | 2.8 out of 4 | |
| Professional layout, neatness, proper grammar, spelling and word usage | 2.2 out of 4 | |
| Projected income and expenses | 3.5 out of 6 | |

2014 Judges' Assessments

Ontario

| Composite Score | Ontario | 60.2 | |  |
|---|---------------|----------------|--|--|
| | International | 51.2 | |  |
| Proposed marketing strategies | | 3.3 out of 8 | |  |
| Proposed organization | | 2.9 out of 4 | |  |
| Proposed plan to meet capital needs | | 3.6 out of 6 | |  |
| Proposed product/service | | 3.3 out of 4 | |  |
| Request for financing | | 1.8 out of 4 | |  |
| Self analysis | | 2.8 out of 4 | |  |
| Trading area analysis | | 2.8 out of 4 | |  |
| Type of business/product/service proposed and a brief description | | 3.4 out of 4 | |  |
| Preliminary Presentation | Ontario | 33.5 out of 40 | |  |
| | International | 29.0 | |  |
| Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation | | 8.6 out of 10 | |  |
| Overall performance, presentation technique, effective use of visual aids and participation of all | | 4.1 out of 5 | |  |
| Question on the analysis of the business situation | | 4.6 out of 5 | |  |
| Question on the plan for operating the proposed business/product/service | | 3.9 out of 5 | |  |
| Question on the plan to meet capital needs | | 3.8 out of 5 | |  |
| Question on the projected income and expenses | | 4.5 out of 5 | |  |
| To what extent did the participants demonstrate professional appearance, poise and confidence? | | 4.0 out of 5 | |  |

2014 Judges' Assessments

Ontario

| | | | |
|------------------------|----------------------|-------------|--|
| Composite Score | Ontario | 60.2 | |
| | International | 51.2 | |

Entrepreneurship-Growing Your Business

| | | | |
|------------------------|---------------|----------------|--|
| Preliminary Case Study | Ontario | 34.5 out of 60 | |
| | International | 37.8 | |

| | | |
|--|--------------|--|
| Capital needed for expansion opportunities | 2.0 out of 4 | |
| Current financial situation | 2.0 out of 4 | |
| Demographics of market area | 1.0 out of 3 | |
| Description of the products and/or services offered | 2.0 out of 4 | |
| Expansion Opportunities | 2.0 out of 4 | |
| Fixed overhead and cost of operations | 2.0 out of 4 | |
| Marketing Plan | 1.5 out of 4 | |
| One-page description of the project | 2.5 out of 3 | |
| Opportunities available for the business | 1.0 out of 3 | |
| Professional layout, neatness, proper grammar, spelling and word usage | 1.5 out of 3 | |
| Strengths of the business | 3.0 out of 3 | |
| Summary of key points | 2.5 out of 3 | |
| Threats to the business | 2.0 out of 3 | |
| Time to achieve profitability | 2.5 out of 4 | |
| Type of business owned and operated and description of the current business operations | 2.0 out of 4 | |
| Unique characteristics of the business | 2.0 out of 4 | |
| Weaknesses of the business | 3.0 out of 3 | |

| | | | |
|--------------------------|---------------|----------------|--|
| Preliminary Presentation | Ontario | 25.5 out of 40 | |
| | International | 30.9 | |

| | | |
|--|--------------|--|
| Financing plan | 2.0 out of 4 | |
| Opening remarks | 3.5 out of 5 | |
| Overall performance, presentation technique, effective use of visual aids and participation of all members | 3.5 out of 5 | |
| Plan to grow the business | 2.5 out of 5 | |
| Question on the financing plan | 2.0 out of 4 | |
| Question on the five year plan | 2.0 out of 4 | |
| Question on the unique qualities of the business | 4.0 out of 4 | |
| SWOT analysis | 4.0 out of 5 | |
| To what extent did the participants demonstrate professional appearance, poise and confidence? | 2.0 out of 4 | |

2014 Judges' Assessments

Ontario

Composite Score

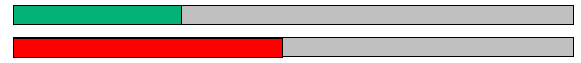
Ontario 60.2
International 51.2



Fashion Merchandising Promotion Plan

Final Presentation

Ontario 30.0 out of 100
International 48.1



Participant overcame objections by answering the judge's questions.

3.0 out of 14



Professional layout, neatness, proper grammar, spelling and word usage.

4.0 out of 7



The budget is realistic for the promotion plan based on the size and location of the store.

2.0 out of 7



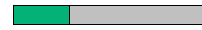
The oral presentation and the written plan are logical, complete and workable for the particular situation.

4.0 out of 16



The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques.

2.0 out of 7



The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training.

3.0 out of 14



The promotion plan shows creativity in design and format. If visual aids are used, do they help to clarify and/or enhance the promotion plan? Are visuals limited to those used in an actual in-store situation?

3.0 out of 14



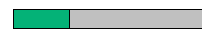
The responsibility sheet is compatible with the size and location of the store described.

4.0 out of 7



The schedule of events shows continuity and logical order.

2.0 out of 7



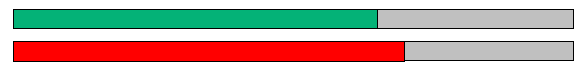
The written and oral presentations show evidence of a realistic knowledge of fashion merchandising trends.

3.0 out of 7



Preliminary Presentation

Ontario 65.0 out of 100
International 69.8



Participant overcame objections by answering the judge's questions.

9.9 out of 14



Professional layout, neatness, proper grammar, spelling and word usage.

5.0 out of 7



The budget is realistic for the promotion plan based on the size and location of the store.

4.5 out of 7



The oral presentation and the written plan are logical, complete and workable for the particular situation.

8.7 out of 16



The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques.

4.9 out of 7



2014 Judges' Assessments

Ontario

Composite Score

Ontario 60.2
International 51.2



The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training.

8.3 out of 14



The promotion plan shows creativity in design and format. If visual aids are used, do they help to clarify and/or enhance the promotion plan? Are visuals limited to those used in an actual in-store situation?

8.5 out of 14



The responsibility sheet is compatible with the size and location of the store described.

5.1 out of 7



The schedule of events shows continuity and logical order.

5.0 out of 7



The written and oral presentations show evidence of a realistic knowledge of fashion merchandising trends.

5.1 out of 7



2014 Judges' Assessments

Ontario

| | | | |
|------------------------|----------------------|-------------|--|
| Composite Score | Ontario | 60.2 | |
| | International | 51.2 | |

Finance Operations Research Event

| | | | |
|------------------|---------------|----------------|--|
| Final Case Study | Ontario | 35.0 out of 60 | |
| | International | 36.1 | |

| | | |
|---|--------------|--|
| Conclusions based on the findings | 3.0 out of 4 | |
| Costs associated with proposed rebranding strategies | 3.0 out of 4 | |
| Description and rationale of research methodologies selected to conduct the research study | 4.0 out of 6 | |
| Description of the business or organization | 3.0 out of 3 | |
| Description of the community (economic, geographic, demographic and socioeconomic factors) | 2.0 out of 3 | |
| Findings of the research study | 4.0 out of 4 | |
| Objectives and rationale of the proposed rebranding plan | 0.0 out of 7 | |
| One-page description of the project | 3.0 out of 5 | |
| Overview of the business or organization's mission, target market and existing branding efforts | 2.0 out of 3 | |
| Process used to conduct the selected research methods | 4.0 out of 6 | |
| Professional layout, neatness, proper grammar, spelling and word usage | 2.0 out of 4 | |
| Proposed activities and timelines | 1.0 out of 7 | |
| Proposed metrics to measure return on investment (ROI) | 4.0 out of 4 | |

| | | | |
|--------------------|---------------|----------------|--|
| Final Presentation | Ontario | 37.0 out of 40 | |
| | International | 27.3 | |






















| | | |
|---|----------------|--|
| Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation | 10.0 out of 10 | |
| Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all | 6.0 out of 6 | |
| Question on the details of the findings and conclusions | 5.0 out of 6 | |
| Question on the proposed budget | 4.0 out of 6 | |
| Question on the proposed plan | 6.0 out of 6 | |
| Question on the research methods | 6.0 out of 6 | |

| | | | |
|------------------------|---------------|----------------|--|
| Preliminary Case Study | Ontario | 46.4 out of 60 | |
| | International | 39.7 | |

| | | |
|--|--------------|--|
| Conclusions based on the findings | 3.6 out of 4 | |
| Costs associated with proposed rebranding strategies | 3.8 out of 4 | |

2014 Judges' Assessments

Ontario

| Composite Score | Ontario | 60.2 | | |  |
|---|---------------|----------------|--|--|--|
| | International | 51.2 | | |  |
| Description and rationale of research methodologies selected to conduct the research study | | 4.2 out of 6 | | |  |
| Description of the business or organization | | 2.6 out of 3 | | |  |
| Description of the community (economic, geographic, demographic and socioeconomic factors) | | 3.0 out of 3 | | |  |
| Findings of the research study | | 3.3 out of 4 | | |  |
| Objectives and rationale of the proposed rebranding plan | | 4.1 out of 7 | | |  |
| One-page description of the project | | 3.6 out of 5 | | |  |
| Overview of the business or organization's mission, target market and existing branding efforts | | 3.0 out of 3 | | |  |
| Process used to conduct the selected research methods | | 4.2 out of 6 | | |  |
| Professional layout, neatness, proper grammar, spelling and word usage | | 3.1 out of 4 | | |  |
| Proposed activities and timelines | | 4.3 out of 7 | | |  |
| Proposed metrics to measure return on investment (ROI) | | 3.6 out of 4 | | |  |
| Preliminary Presentation | Ontario | 36.2 out of 40 | | |  |
| | International | 30.2 | | |  |
| Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation | | 9.6 out of 10 | | |  |
| Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all | | 5.3 out of 6 | | |  |
| Question on the details of the findings and conclusions | | 5.4 out of 6 | | |  |
| Question on the proposed budget | | 5.3 out of 6 | | |  |
| Question on the proposed plan | | 5.7 out of 6 | | |  |
| Question on the research methods | | 4.9 out of 6 | | |  |

2014 Judges' Assessments

Ontario

| | | | | |
|------------------------|----------------------|-------------|--|--|
| Composite Score | Ontario | 60.2 | | |
| | International | 51.2 | | |

Financial Literacy Promotion Project

| | | | | |
|------------------|---------------|----------------|--|--|
| Final Case Study | Ontario | 33.5 out of 60 | | |
| | International | 26.6 | | |

| | | | | |
|--|--|--------------|--|--|
| Description of the local DECA chapter and the school and community | | 5.0 out of 7 | | |
| Evaluation of campaign targeted at the outside audience | | 2.0 out of 8 | | |
| Implementation of activity(ies) | | 3.5 out of 8 | | |
| One-page description of the project | | 4.5 out of 7 | | |
| Planning and organization of activity(ies) | | 5.5 out of 8 | | |
| Professional layout, neatness, proper grammar, spelling and word usage | | 4.0 out of 6 | | |
| Purpose of the activity(ies) | | 5.0 out of 8 | | |
| Recommendations for additional new activity(ies) for future campaigns | | 4.0 out of 8 | | |

| | | | | |
|--------------------|---------------|----------------|--|--|
| Final Presentation | Ontario | 21.0 out of 35 | | |
| | International | 16.4 | | |

| | | | | |
|--|--|--------------|--|--|
| A question about knowledge of financial literacy | | 4.0 out of 7 | | |
| A question about knowledge of the importance of financial literacy | | 4.5 out of 7 | | |
| A question about the activity(ies) completed | | 4.0 out of 7 | | |
| Description and value of activity(ies) targeted at outside audiences | | 3.5 out of 7 | | |
| Description of the project; organization, clarity and effectiveness of the presentation and involvement of all chapter representatives | | 5.0 out of 7 | | |









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|------------------------|---------------|----------------|--|--|
| Preliminary Case Study | Ontario | 49.8 out of 60 | | |
| | International | 38.8 | | |

| | | | | |
|--|--|--------------|--|--|
| Description of the local DECA chapter and the school and community | | 5.5 out of 7 | | |
| Evaluation of campaign targeted at the outside audience | | 7.3 out of 8 | | |
| Implementation of activity(ies) | | 6.9 out of 8 | | |
| One-page description of the project | | 5.9 out of 7 | | |
| Planning and organization of activity(ies) | | 6.5 out of 8 | | |
| Professional layout, neatness, proper grammar, spelling and word usage | | 6.0 out of 6 | | |
| Purpose of activity(ies) | | 6.6 out of 8 | | |
| Recommendations for additional new activity(ies) for future campaigns | | 5.1 out of 8 | | |

| | | | | |
|--------------------------|---------------|----------------|--|--|
| Preliminary Presentation | Ontario | 36.8 out of 40 | | |
| | International | 28.0 | | |

2014 Judges' Assessments

Ontario

| Composite Score | Ontario | 60.2 | |  |
|--|---------------|--------------|--|--|
| | International | 51.2 | |  |
| A question about knowledge of financial literacy | | 6.4 out of 7 | |  |
| A question about knowledge of the importance of financial literacy | | 6.6 out of 7 | |  |
| A question about the activity(ies) completed | | 6.5 out of 7 | |  |
| Description and value of activity(ies) targeted at outside audiences | | 6.5 out of 7 | |  |
| Description of the project; organization, clarity and effectiveness of the presentation and involvement of all chapter representatives | | 5.8 out of 7 | |  |
| Professional standards (appearance, poise and confidence), presentation technique, effective use of visuals and participation of all | | 5.0 out of 5 | |  |

2014 Judges' Assessments

Ontario

Composite Score

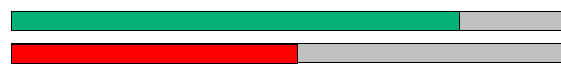
Ontario 60.2
International 51.2



Financial Services Team Decision Making

Final Presentation

Ontario 80.0 out of 100
International 51.1



Communicate clearly and show evidence of collaboration. 6.0 out of 6



Describe the need to accurately report a business's financial position. 7.0 out of 10



Describe the relationship between economic conditions and financial markets. 10.0 out of 10



Explain how organizations adapt to today's markets. 6.0 out of 10



Explain the concept of competition. 9.0 out of 10



Explain the organizational design of businesses. 8.0 out of 10



Identify factors affecting a business's profit. 7.0 out of 10



Make capital expenditure decisions. 6.0 out of 10



Make judgments and decisions, and solve problems. 5.0 out of 6



Overall impression and responses to the judge's questions. 6.0 out of 6



Reason effectively and use systems thinking. 5.0 out of 6



Show evidence of creativity. 5.0 out of 6



Preliminary Presentation

Ontario 78.6 out of 100
International 68.2



Assist with establishing financial goals. 7.1 out of 10



Communicate clearly and show evidence of collaboration. 5.0 out of 6



Describe the need to analyze customer financial information. 8.6 out of 10



Explain investment goals and objectives. 7.7 out of 10



Explain the nature of financial needs. 8.3 out of 10



Explain the nature of risk management. 6.4 out of 10



Explain the nature of tax liabilities. 7.9 out of 10



Explain the need to save and invest. 7.4 out of 10



Make judgments and decisions, and solve problems. 4.9 out of 6



Overall impression and responses to the judge's questions. 4.9 out of 6



Reason effectively and use systems thinking. 5.3 out of 6



Show evidence of creativity. 5.1 out of 6



2014 Judges' Assessments

Ontario

| | | | |
|---|----------------------|-----------------|--|
| Composite Score | Ontario | 60.2 | |
| | International | 51.2 | |
| Food Marketing | | | |
| Final Presentation | Ontario | 68.2 out of 100 | |
| | International | 53.0 | |
| Communicate core values of product/service. | | 10.8 out of 16 | |
| Demonstrate a customer-service mindset. | | 11.6 out of 16 | |
| Determine ways of reinforcing the company's image through employee performance. | | 10.0 out of 16 | |
| Explain key factors in building a clientele. | | 10.2 out of 16 | |
| Overall impression and response to the judge's questions | | 9.0 out of 10 | |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 7.4 out of 10 | |
| Reinforce service orientation through communication. | | 9.2 out of 16 | |
| Preliminary Case Study | Ontario | 88.0 out of 100 | |
| | International | 69.1 | |
| Coordinate channel management with other marketing activities. | | 15.3 out of 16 | |
| Describe ethical considerations in channel management. | | 13.8 out of 16 | |
| Explain the concept of market and market identification. | | 13.8 out of 16 | |
| Explain the concept of marketing strategies. | | 14.7 out of 16 | |
| Explain the responsibility of individuals to apply ethical standards in marketing. | | 12.3 out of 16 | |
| Overall impression and response to the judge's questions | | 9.7 out of 10 | |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 8.3 out of 10 | |
| Preliminary Presentation | Ontario | 86.5 out of 100 | |
| | International | 69.8 | |
| Describe factors used by marketers to position products/services. | | 14.3 out of 16 | |
| Explain customer/client/business buying behavior. | | 13.7 out of 16 | |
| Explain the concept of product mix. | | 13.3 out of 16 | |
| Explain the nature of corporate branding. | | 14.0 out of 16 | |
| Identify product's/service's competitive advantage. | | 13.8 out of 16 | |
| Overall impression and response to the judge's questions | | 9.0 out of 10 | |

2014 Judges' Assessments

Ontario

Composite Score

Ontario 60.2
International 51.2



Reason effectively, use systems thinking, make judgments and decisions, and solve problems. 8.3 out of 10



Hospitality & Tourism Professional Selling

Preliminary Presentation

Ontario 60.3 out of 100
International 71.0



Closed the sale. 8.0 out of 10



Communicated understanding of customer/client needs. 4.7 out of 9



Converted customer/client objections into selling points. 6.3 out of 8



Demonstrated product(s)/service(s). 4.3 out of 8



Established relationship with client/customer. 6.3 out of 9



Overall general impression. 3.0 out of 5



Prescribed solution to customer/client needs. 5.0 out of 8



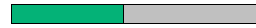
Professional appearance, poise and confidence. 4.7 out of 5



Properly stated features and benefits of product(s)/service(s). 5.0 out of 11



Recommended specific product(s)/service(s). 4.0 out of 9



The opening was effective and engaging. 3.7 out of 8



The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation. 5.3 out of 10



2014 Judges' Assessments

Ontario

| | | | | |
|---|----------------------|-----------------------|--|--|
| Composite Score | Ontario | 60.2 | | |
| | International | 51.2 | | |
| Hospitality and Tourism Operations Research | | | | |
| Final Case Study | Ontario | 44.6 out of 60 | | |
| | International | 36.8 | | |
| Conclusions based on the findings | | 3.1 out of 4 | | |
| Costs associated with proposed rebranding strategies | | 4.0 out of 4 | | |
| Description and rationale of research methodologies selected to conduct the research study | | 3.0 out of 6 | | |
| Description of the business or organization | | 3.0 out of 3 | | |
| Description of the community (economic, geographic, demographic and socioeconomic factors) | | 3.0 out of 3 | | |
| Findings of the research study | | 3.1 out of 4 | | |
| Objectives and rationale of the proposed rebranding plan | | 3.6 out of 7 | | |
| One-page description of the project | | 3.6 out of 5 | | |
| Overview of the business or organization's mission, target market and existing branding efforts | | 3.0 out of 3 | | |
| Process used to conduct the selected research methods | | 3.9 out of 6 | | |
| Professional layout, neatness, proper grammar, spelling and word usage | | 3.4 out of 4 | | |
| Proposed activities and timelines | | 4.4 out of 7 | | |
| Proposed metrics to measure return on investment (ROI) | | 3.4 out of 4 | | |
| Final Presentation | Ontario | 35.3 out of 40 | | |
| | International | 26.8 | | |
| Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation | | 8.3 out of 10 | | |
| Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all | | 5.3 out of 6 | | |
| Question on the details of the findings and conclusions | | 6.0 out of 6 | | |
| Question on the proposed budget | | 6.0 out of 6 | | |
| Question on the proposed plan | | 4.6 out of 6 | | |
| Question on the research methods | | 5.1 out of 6 | | |
| Preliminary Case Study | Ontario | 45.8 out of 60 | | |
| | International | 40.1 | | |
| Conclusions based on the findings | | 3.5 out of 4 | | |
| Costs associated with proposed rebranding strategies | | 3.7 out of 4 | | |

2014 Judges' Assessments

Ontario

| Composite Score | Ontario | 60.2 | | |
|---|---------------|----------------|--|--|
| | International | 51.2 | | |
| Description and rationale of research methodologies selected to conduct the research study | | 3.6 out of 6 | | |
| Description of the business or organization | | 2.8 out of 3 | | |
| Description of the community (economic, geographic, demographic and socioeconomic factors) | | 2.5 out of 3 | | |
| Findings of the research study | | 3.7 out of 4 | | |
| Objectives and rationale of the proposed rebranding plan | | 4.5 out of 7 | | |
| One-page description of the project | | 3.9 out of 5 | | |
| Overview of the business or organization's mission, target market and existing branding efforts | | 2.7 out of 3 | | |
| Process used to conduct the selected research methods | | 3.5 out of 6 | | |
| Professional layout, neatness, proper grammar, spelling and word usage | | 3.7 out of 4 | | |
| Proposed activities and timelines | | 4.2 out of 7 | | |
| Proposed metrics to measure return on investment (ROI) | | 3.5 out of 4 | | |
| Preliminary Presentation | Ontario | 36.6 out of 40 | | |
| | International | 30.9 | | |
| Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation | | 9.1 out of 10 | | |
| Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all | | 5.7 out of 6 | | |
| Question on the details of the findings and conclusions | | 5.1 out of 6 | | |
| Question on the proposed budget | | 5.5 out of 6 | | |
| Question on the proposed plan | | 5.8 out of 6 | | |
| Question on the research methods | | 5.4 out of 6 | | |

2014 Judges' Assessments

Ontario

| | | | | |
|--|----------------------|------------------------|--|--|
| Composite Score | Ontario | 60.2 | | |
| | International | 51.2 | | |
| Hospitality Services Team Decision Making | | | | |
| Final Presentation | Ontario | 52.6 out of 100 | | |
| | International | 50.9 | | |
| Communicate clearly and show evidence of collaboration. | | 4.2 out of 6 | | |
| Describe factors that affect the business environment. | | 4.8 out of 10 | | |
| Describe factors used by businesses to position corporate brands. | | 3.8 out of 10 | | |
| Describe methods used to design marketing research studies. | | 5.2 out of 10 | | |
| Describe the need for marketing information. | | 5.2 out of 10 | | |
| Explain the nature and scope of the marketing information management function. | | 6.4 out of 10 | | |
| Identify factors affecting a business's profit. | | 3.0 out of 10 | | |
| Identify information monitored for marketing decision making. | | 5.0 out of 10 | | |
| Make judgments and decisions, and solve problems. | | 3.8 out of 6 | | |
| Overall impression and responses to the judge's questions. | | 3.2 out of 6 | | |
| Reason effectively and use systems thinking. | | 4.0 out of 6 | | |
| Show evidence of creativity. | | 4.0 out of 6 | | |
| Preliminary Presentation | Ontario | 91.2 out of 100 | | |
| | International | 66.3 | | |
| Communicate clearly and show evidence of collaboration. | | 5.6 out of 6 | | |
| Demonstrate connections between company actions and results. | | 8.4 out of 10 | | |
| Describe factors used by businesses to position corporate brands. | | 8.2 out of 10 | | |
| Differentiate between service marketing and product marketing. | | 9.8 out of 10 | | |
| Discuss actions employees can take to achieve the company's desired results. | | 8.2 out of 10 | | |
| Explain customer/client/business buying behavior. | | 10.0 out of 10 | | |
| Explain the concept of market and market identification. | | 9.2 out of 10 | | |
| Explain the concept of marketing strategies. | | 9.2 out of 10 | | |
| Make judgments and decisions, and solve problems. | | 5.6 out of 6 | | |
| Overall impression and responses to the judge's questions. | | 5.6 out of 6 | | |
| Reason effectively and use systems thinking. | | 5.6 out of 6 | | |
| Show evidence of creativity. | | 5.8 out of 6 | | |

2014 Judges' Assessments

Ontario

| | | | | |
|---|----------------------|------------------------|--|--|
| Composite Score | Ontario | 60.2 | | |
| | International | 51.2 | | |
| Hotel and Lodging Management | | | | |
| Final Presentation | Ontario | 60.0 out of 100 | | |
| | International | 54.0 | | |
| Describe factors used by businesses to position corporate branding. | | 7.7 out of 16 | | |
| Explain business ethics in product/service management. | | 10.3 out of 16 | | |
| Explain factors affecting pricing decisions. | | 8.0 out of 16 | | |
| Explain relationship of owners to management companies. | | 9.3 out of 16 | | |
| Explain the nature of corporate branding. | | 9.0 out of 16 | | |
| Overall impression and response to the judge's questions | | 9.3 out of 10 | | |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 6.3 out of 10 | | |
| Preliminary Case Study | Ontario | 79.8 out of 100 | | |
| | International | 68.3 | | |
| Create a ten-day forecast. | | 12.0 out of 16 | | |
| Explain a no-show percentage. | | 14.0 out of 16 | | |
| Explain a walk-in percentage. | | 10.2 out of 16 | | |
| Explain the nature of sales forecasts. | | 13.5 out of 16 | | |
| Explain the principles of supply and demand. | | 14.3 out of 16 | | |
| Overall impression and response to the judge's questions | | 8.3 out of 10 | | |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 7.5 out of 10 | | |
| Preliminary Presentation | Ontario | 89.5 out of 100 | | |
| | International | 66.6 | | |
| Demonstrate an "up-sell" to arriving guests. | | 13.3 out of 16 | | |
| Discuss actions employees can take to achieve the company's desired results. | | 13.8 out of 16 | | |
| Discuss motivational theories that impact buying behavior. | | 14.0 out of 16 | | |
| Identify company's unique selling proposition. | | 15.3 out of 16 | | |
| Identify internal and external service standards. | | 14.2 out of 16 | | |
| Overall impression and response to the judge's questions | | 9.7 out of 10 | | |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 9.2 out of 10 | | |

2014 Judges' Assessments

Ontario

Composite Score

Ontario 60.2
International 51.2



Human Resources Management

Final Presentation

Ontario 91.0 out of 100
International 90.0



Choose appropriate channel for workplace communication.

16.0 out of 16



Explain ethical considerations in providing information.

14.7 out of 16



Explain the nature of effective communications.

15.7 out of 16



Explain the nature of staff communication.

14.3 out of 16



Maintain confidentiality in dealing with personnel.

15.7 out of 16



Overall impression and response to the judge's questions

8.3 out of 10



Reason effectively, use systems thinking, make judgments and decisions, and solve problems.

6.3 out of 10



Preliminary Case Study

Ontario 86.9 out of 100
International 77.3



Describe managerial considerations in staffing.

14.1 out of 16



Describe phases of human resources management.

14.7 out of 16



Describe planning techniques used in the hiring process.

13.9 out of 16



Discuss factors that impact human resources management.

14.4 out of 16



Discuss the impact of a nation's unemployment rates.

13.4 out of 16



Overall impression and response to the judge's questions

7.7 out of 10



Reason effectively, use systems thinking, make judgments and decisions, and solve problems.

8.6 out of 10



Preliminary Presentation

Ontario 83.1 out of 100
International 79.0



Demonstrate honesty and integrity.

14.0 out of 16



Describe ways that businesses build positive employer-employee relationships.

13.3 out of 16



Foster positive working relationships.

12.4 out of 16



Overall impression and response to the judge's questions

7.6 out of 10



Reason effectively, use systems thinking, make judgments and decisions, and solve problems.

7.7 out of 10

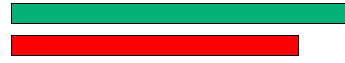


2014 Judges' Assessments

Ontario

Composite Score

Ontario 60.2
International 51.2



Use appropriate assertiveness.

14.9 out of 16



Use conflict resolution skills.

13.3 out of 16



2014 Judges' Assessments

Ontario

| | | | |
|------------------------|----------------------|-------------|--|
| Composite Score | Ontario | 60.2 | |
| | International | 51.2 | |

International Business Plan

| | | | |
|-------------------------|----------------------|-----------------------|--|
| Final Case Study | Ontario | 43.5 out of 60 | |
| | International | 39.7 | |

| | | |
|---|--------------|--|
| Analysis of the potential location | 2.8 out of 4 | |
| Description of the country's economic system | 2.5 out of 4 | |
| Description of the country's governmental structure and stability | 2.0 out of 4 | |
| Description of the laws affecting the product and/or service | 3.3 out of 4 | |
| Details of the product/service(s) | 3.0 out of 4 | |
| Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages | 2.8 out of 4 | |
| How the product/service(s) will be transported to/from the home country; documentation | 3.0 out of 4 | |
| Market segment analysis | 2.8 out of 4 | |
| One-page description of the project | 3.0 out of 4 | |
| Professional layout, neatness, proper grammar, spelling and word usage | 2.5 out of 4 | |
| Projected income and expenses | 3.0 out of 4 | |
| Proposed organization | 3.3 out of 4 | |
| Proposed pricing policies | 3.0 out of 4 | |
| Proposed promotional program | 3.5 out of 4 | |
| The type of business, product and/or service with a description; description of the country; rationale for selecting the country; identification of existing trade barriers; sources of information | 3.3 out of 4 | |

| | | | |
|---------------------------|----------------------|-----------------------|--|
| Final Presentation | Ontario | 27.5 out of 40 | |
| | International | 21.7 | |

| | | |
|---|--------------|--|
| Opening presentation: description of the project; organization, clarity and effectiveness of the presentation | 6.5 out of 9 | |
| Overall performance, presentation technique, effective use of visual aids and participation of all | 3.5 out of 5 | |
| Planned financing, projected income and expenses | 4.3 out of 7 | |
| Question on the analysis of the international business situation | 4.8 out of 7 | |
| Question on the planned operation of the proposed business | 4.5 out of 7 | |
| To what extent did the participant(s) demonstrate professional appearance, poise and confidence? | 4.0 out of 5 | |

2014 Judges' Assessments

Ontario

| Composite Score | Ontario | 60.2 | | |
|---|---------------|----------------|--|--|
| | International | 51.2 | | |
| Preliminary Case Study | Ontario | 49.8 out of 60 | | |
| | International | 42.3 | | |
| Analysis of the potential location | | 3.8 out of 4 | | |
| Description of the country's economic system | | 3.0 out of 4 | | |
| Description of the country's governmental structure and stability | | 3.2 out of 4 | | |
| Description of the laws affecting the product and/or service | | 3.0 out of 4 | | |
| Details of the product/service(s) | | 3.0 out of 4 | | |
| Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages | | 3.0 out of 4 | | |
| How the product/service(s) will be transported to/from the home country; documentation | | 3.0 out of 4 | | |
| Market segment analysis | | 3.6 out of 4 | | |
| One-page description of the project | | 3.6 out of 4 | | |
| Professional layout, neatness, proper grammar, spelling and word usage | | 3.8 out of 4 | | |
| Projected income and expenses | | 3.2 out of 4 | | |
| Proposed organization | | 3.4 out of 4 | | |
| Proposed pricing policies | | 3.4 out of 4 | | |
| Proposed promotional program | | 3.0 out of 4 | | |
| The type of business, product and/or service with a description; description of the country; rationale for selecting the country; identification of existing trade barriers; sources of information | | 3.8 out of 4 | | |
| Preliminary Presentation | Ontario | 37.8 out of 40 | | |
| | International | 27.5 | | |
| Opening presentation: description of the project; organization, clarity and effectiveness of the presentation | | 9.0 out of 9 | | |
| Overall performance, presentation technique, effective use of visual aids and participation of all | | 4.8 out of 5 | | |
| Planned financing, projected income and expenses | | 6.0 out of 7 | | |
| Question on the analysis of the international business situation | | 6.6 out of 7 | | |
| Question on the planned operation of the proposed business | | 6.6 out of 7 | | |
| To what extent did the participant(s) demonstrate professional appearance, poise and confidence? | | 4.8 out of 5 | | |

2014 Judges' Assessments

Ontario

| | | | |
|------------------------|----------------------|-------------|--|
| Composite Score | Ontario | 60.2 | |
| | International | 51.2 | |

Learn and Earn Project

| | | | |
|------------------------|---------------|----------------|--|
| Preliminary Case Study | Ontario | 45.8 out of 60 | |
| | International | 43.9 | |

| | | |
|---|--------------|--|
| Earning outcomes | 3.4 out of 4 | |
| General project implementation | 2.4 out of 4 | |
| Learning outcomes | 2.4 out of 4 | |
| Market segment analysis | 4.0 out of 4 | |
| One-page description of the project | 4.0 out of 4 | |
| Plans for improving the learning and earning outcomes of the project | 3.0 out of 4 | |
| Professional layout, neatness, proper grammar, spelling and word usage | 2.6 out of 4 | |
| Projected operating budget | 3.4 out of 4 | |
| Proposed marketing strategies: pricing and promotional activity(ies) | 3.0 out of 4 | |
| Proposed organization | 2.8 out of 4 | |
| Proposed product/service | 3.0 out of 4 | |
| Rationale for the projected budget | 2.8 out of 4 | |
| Recommendations for future projects | 3.0 out of 4 | |
| Trading area analysis | 3.2 out of 4 | |
| Type of project, product and/or service description, sources of information | 2.8 out of 4 | |

| | | | |
|--------------------------|---------------|----------------|--|
| Preliminary Presentation | Ontario | 25.8 out of 40 | |
| | International | 28.2 | |

| | | |
|---|--------------|--|
| Opening presentation: description of the project; organization, clarity and effectiveness of the presentation | 4.6 out of 8 | |
| Overall performance, presentation technique, effective use of visual aids and participation of all | 3.2 out of 4 | |
| Question on the analysis of the business situation | 3.4 out of 8 | |
| Question on the outcomes | 6.2 out of 8 | |
| Question on the planned operation of the proposed project | 5.6 out of 8 | |
| To what extent did the chapter representatives demonstrate professional appearance, poise and confidence? | 2.8 out of 4 | |

2014 Judges' Assessments

Ontario

Composite Score

Ontario 60.2
International 51.2



Marketing Communications Team Decision Making

Final Presentation

Ontario 54.0 out of 100
International 51.4



Communicate clearly and show evidence of collaboration. 3.0 out of 6

Defend ideas objectively. 5.0 out of 10

Employ communication styles appropriate to target audiences. 4.0 out of 10

Explain the nature of channel-member relationships. 6.0 out of 10

Explain the nature of corporate branding. 6.7 out of 10

Foster positive working relationships. 6.7 out of 10

Make judgments and decisions, and solve problems. 4.0 out of 6

Overall impression and responses to the judge's questions. 2.7 out of 6

Provide legitimate responses to inquiries. 2.7 out of 10

Reason effectively and use systems thinking. 4.0 out of 6

Show evidence of creativity. 3.7 out of 6

Use conflict-resolution skills. 5.7 out of 10



Preliminary Presentation

Ontario 84.0 out of 100
International 67.5



Communicate clearly and show evidence of collaboration. 5.0 out of 6

Demonstrate connections between company actions and results. 7.8 out of 10

Discuss actions employees can take to achieve the company's desired results. 7.5 out of 10

Explain customer/client/business buying behavior. 8.5 out of 10

Explain the concept of market and market identification. 9.2 out of 10

Explain the concept of marketing strategies. 8.7 out of 10

Identify company's unique selling proposition. 8.0 out of 10

Identify internal and external service standards. 8.0 out of 10

Make judgments and decisions, and solve problems. 4.8 out of 6

Overall impression and responses to the judge's questions. 5.8 out of 6

Reason effectively and use systems thinking. 5.8 out of 6

Show evidence of creativity. 4.8 out of 6



2014 Judges' Assessments

Ontario

| | | | |
|---|----------------------|-----------------|--|
| Composite Score | Ontario | 60.2 | |
| | International | 51.2 | |
| Marketing Management | | | |
| Final Presentation | Ontario | 59.0 out of 100 | |
| | International | 52.4 | |
| Describe factors used by marketers to position products/services. | | 6.7 out of 16 | |
| Discuss internal and external audiences for public-relations activities. | | 10.0 out of 16 | |
| Explain the importance of company involvement in community activities. | | 6.7 out of 16 | |
| Identify company's brand promise. | | 8.7 out of 16 | |
| Identify types of public-relations activities. | | 11.0 out of 16 | |
| Overall impression and response to the judge's questions | | 9.0 out of 10 | |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 7.0 out of 10 | |
| Preliminary Case Study | Ontario | 90.9 out of 100 | |
| | International | 67.7 | |
| Communicate core values of product/service. | | 13.7 out of 16 | |
| Describe factors used by marketers to position products/services. | | 14.4 out of 16 | |
| Explain the role of customer service as a component of selling relationships. | | 15.0 out of 16 | |
| Identify internal and external service standards. | | 14.6 out of 16 | |
| Identify product's/service's competitive advantage. | | 14.4 out of 16 | |
| Overall impression and response to the judge's questions | | 9.3 out of 10 | |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 9.4 out of 10 | |
| Preliminary Presentation | Ontario | 84.1 out of 100 | |
| | International | 69.1 | |
| Describe the role of business ethics in pricing. | | 13.3 out of 16 | |
| Discuss motivational theories that impact buying behavior. | | 13.3 out of 16 | |
| Explain factors affecting pricing decisions. | | 13.9 out of 16 | |
| Explain the nature and scope of the pricing function. | | 13.6 out of 16 | |
| Identify ways to track marketing-communications activities. | | 12.7 out of 16 | |
| Overall impression and response to the judge's questions | | 9.1 out of 10 | |

2014 Judges' Assessments

Ontario

Composite Score

Ontario 60.2
International 51.2



Reason effectively, use systems thinking, make judgments and decisions, and solve problems. 8.3 out of 10



Principles of Business Management and Administration

Final Presentation Ontario 57.0 out of 100
International 58.4



Describe factors that affect the business environment. 12.0 out of 20



Discuss the impact of a nation's unemployment rates. 11.0 out of 20



Explain the concept of competition. 11.0 out of 20



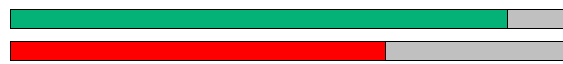
Explain the principles of supply and demand. 12.0 out of 20



Overall impression and responses to the judge's questions 11.0 out of 20



Preliminary Presentation Ontario 88.8 out of 100
International 66.9



Describe the nature of business records. 17.4 out of 20



Discuss the nature of information management. 18.6 out of 20



Explain the role of ethics in information management. 16.2 out of 20



Identify ways that technology impacts business. 18.4 out of 20



Overall impression and responses to the judge's questions 18.2 out of 20



2014 Judges' Assessments

Ontario

| | | | | |
|--|----------------------|-----------------|--|--|
| Composite Score | Ontario | 60.2 | | |
| | International | 51.2 | | |
| Principles of Finance | | | | |
| Final Presentation | Ontario | 50.0 out of 100 | | |
| | International | 59.4 | | |
| Describe the nature of budgets. | | 12.0 out of 20 | | |
| Describe the need for financial information. | | 9.0 out of 20 | | |
| Discuss the role of ethics in finance. | | 11.0 out of 20 | | |
| Explain the role of finance in business. | | 9.0 out of 20 | | |
| Overall impression and responses to the judge's questions | | 9.0 out of 20 | | |
| Preliminary Presentation | Ontario | 77.2 out of 100 | | |
| | International | 69.7 | | |
| Develop an achievement orientation. | | 15.0 out of 20 | | |
| Explain the concept of leadership. | | 16.2 out of 20 | | |
| Explain the nature of effective communications. | | 16.6 out of 20 | | |
| Identify desirable personality traits important to business. | | 14.4 out of 20 | | |
| Overall impression and responses to the judge's questions | | 15.0 out of 20 | | |

2014 Judges' Assessments

Ontario

Composite Score

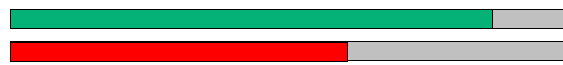
Ontario 60.2
International 51.2



Principles of Hospitality and Tourism

Final Presentation

Ontario 86.0 out of 100
International 60.1



Demonstrate a customer-service mindset. 18.8 out of 20



Determine ways of reinforcing the company's image through employee performance. 15.8 out of 20



Explain the nature of positive customer relations 17.5 out of 20



Overall impression and responses to the judge's questions 16.3 out of 20



Reinforce service orientation through communication. 17.8 out of 20



Preliminary Presentation

Ontario 93.8 out of 100
International 70.8



Employ communication styles appropriate to target audience. 18.0 out of 20



Explain the nature of effective verbal communications. 19.2 out of 20



Explain the nature of effective written communications. 19.0 out of 20



Explain the nature of staff communication. 18.4 out of 20



Overall impression and responses to the judge's questions 19.2 out of 20



2014 Judges' Assessments

Ontario

| Category | Ontario | International | Score | Target | Visual |
|--|----------------|----------------------|-----------------|-------------|--|
| Composite Score | Ontario | International | 60.2 | 51.2 |  |
| Principles of Marketing | | | | | |
| Final Presentation | Ontario | International | 60.8 out of 100 | 57.7 |  |
| Describe marketing functions and related activities. | | | 13.5 out of 20 | |  |
| Discuss actions employees can take to achieve the company's desired results. | | | 11.8 out of 20 | |  |
| Explain customer/client/business buying behavior. | | | 13.8 out of 20 | |  |
| Explain marketing and its importance in a global economy. | | | 11.3 out of 20 | |  |
| Overall impression and responses to the judge's questions | | | 10.5 out of 20 | |  |
| Preliminary Presentation | Ontario | International | 50.0 out of 100 | 45.8 |  |
| Demonstrate connections between company actions and results. | | | 10.0 out of 20 | |  |
| Describe marketing functions and related activities. | | | 10.0 out of 20 | |  |
| Describe the use of business ethics in promotion. | | | 10.0 out of 20 | |  |
| Discuss actions employees can take to achieve the company's desired results. | | | 10.0 out of 20 | |  |
| Explain customer/client/business buying behavior. | | | 10.0 out of 20 | |  |

2014 Judges' Assessments

Ontario

| Category | Ontario | International | Score | Target | Visual |
|---|----------------|----------------------|-------------|-------------|--------|
| Composite Score | Ontario | International | 60.2 | 51.2 | |
| Professional Selling Event | | | | | |
| Final Presentation | Ontario | International | 44.0 out of | 95 | |
| Closed the sale. | | | 4.0 out of | 10 | |
| Communicated understanding of customer/client needs. | | | 1.5 out of | 9 | |
| Converted customer/client objections into selling points. | | | 3.0 out of | 8 | |
| Demonstrated product(s)/service(s). | | | 4.5 out of | 8 | |
| Established relationship with client/customer. | | | 7.0 out of | 9 | |
| Overall general impression. | | | 4.5 out of | 5 | |
| Prescribed solution to customer/client needs. | | | 1.5 out of | 8 | |
| Properly stated features and benefits of product(s)/service(s). | | | 4.0 out of | 11 | |
| Recommended specific product(s)/service(s). | | | 4.0 out of | 9 | |
| The opening was effective and engaging. | | | 4.0 out of | 8 | |
| The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation. | | | 6.0 out of | 10 | |
| Preliminary Presentation | Ontario | International | 79.4 out of | 100 | |
| Closed the sale. | | | 9.8 out of | 10 | |
| Communicated understanding of customer/client needs. | | | 7.0 out of | 9 | |
| Converted customer/client objections into selling points. | | | 7.2 out of | 8 | |
| Demonstrated product(s)/service(s). | | | 5.0 out of | 8 | |
| Established relationship with client/customer. | | | 8.6 out of | 9 | |
| Overall general impression. | | | 4.6 out of | 5 | |
| Prescribed solution to customer/client needs. | | | 6.4 out of | 8 | |
| Professional appearance, poise and confidence. | | | 5.0 out of | 5 | |
| Properly stated features and benefits of product(s)/service(s). | | | 6.8 out of | 11 | |
| Recommended specific product(s)/service(s). | | | 6.6 out of | 9 | |
| The opening was effective and engaging. | | | 5.6 out of | 8 | |
| The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation. | | | 6.8 out of | 10 | |

2014 Judges' Assessments

Ontario

| | | | |
|------------------------|----------------------|-------------|--|
| Composite Score | Ontario | 60.2 | |
| | International | 51.2 | |

Public Relations Project

| | | | |
|------------------------|---------------|----------------|--|
| Preliminary Case Study | Ontario | 32.0 out of 60 | |
| | International | 41.5 | |

| | | |
|---|--------------|--|
| Description of the campaign and documentation | 1.8 out of 5 | |
|---|--------------|--|

| | | |
|--------------------------------------|--------------|--|
| Description of the target population | 3.0 out of 5 | |
|--------------------------------------|--------------|--|

| | | |
|---|--------------|--|
| Estimated impact on the target population | 3.2 out of 5 | |
|---|--------------|--|

| | | |
|---------------------------|--------------|--|
| Evaluation of the process | 2.0 out of 5 | |
|---------------------------|--------------|--|

| | | |
|---|--------------|--|
| Local print and broadcast media available | 1.8 out of 4 | |
|---|--------------|--|

| | | |
|-------------------------------------|--------------|--|
| One-page description of the project | 3.0 out of 4 | |
|-------------------------------------|--------------|--|

| | | |
|---------------------------------------|--------------|--|
| Organizational chart/job descriptions | 4.0 out of 4 | |
|---------------------------------------|--------------|--|

| | | |
|--|--------------|--|
| Other possible promotional activity(ies) | 2.2 out of 4 | |
|--|--------------|--|

| | | |
|--|--------------|--|
| Professional layout, neatness, proper grammar, spelling and word usage | 2.4 out of 4 | |
|--|--------------|--|

| | | |
|-----------------------------------|--------------|--|
| Rationale for selecting the issue | 3.0 out of 5 | |
|-----------------------------------|--------------|--|

| | | |
|-----------------------------|--------------|--|
| Rationale for the media mix | 1.0 out of 5 | |
|-----------------------------|--------------|--|

| | | |
|--------------------------------------|--------------|--|
| Recommendations for future campaigns | 1.6 out of 5 | |
|--------------------------------------|--------------|--|

| | | |
|--|--------------|--|
| Statement and description of the issue to be addressed | 3.0 out of 5 | |
|--|--------------|--|

| | | | |
|--------------------------|---------------|----------------|--|
| Preliminary Presentation | Ontario | 18.6 out of 40 | |
| | International | 28.0 | |

| | | |
|---|--------------|--|
| Opening presentation: description of the project; organization, clarity and effectiveness of the presentation | 3.6 out of 8 | |
|---|--------------|--|

| | | |
|--|--------------|--|
| Overall performance, presentation technique, effective use of visual aids and participation of all | 2.4 out of 4 | |
|--|--------------|--|

| | | |
|---|--------------|--|
| Question on evaluation and recommendation | 2.8 out of 8 | |
|---|--------------|--|

| | | |
|---|--------------|--|
| Question on organization and implementation | 3.2 out of 8 | |
|---|--------------|--|

| | | |
|---|--------------|--|
| Question on the rationale for selecting the campaign problem or issue | 3.6 out of 8 | |
|---|--------------|--|

| | | |
|---|--------------|--|
| To what extent did the chapter representatives demonstrate professional appearance, poise and confidence? | 3.0 out of 4 | |
|---|--------------|--|






























2014 Judges' Assessments

Ontario

| | | | | |
|---|----------------------|-----------------|--|--|
| Composite Score | Ontario | 60.2 | | |
| | International | 51.2 | | |
| Quick Serve Restaurant Management | | | | |
| Final Presentation | Ontario | 61.0 out of 100 | | |
| | International | 52.7 | | |
| Develop an achievement orientation. | | 9.6 out of 16 | | |
| Enlist others in working toward a shared vision. | | 9.6 out of 16 | | |
| Explain the nature of effective communications. | | 9.2 out of 16 | | |
| Foster positive working relationships. | | 9.0 out of 16 | | |
| Identify and give examples of positive work attitudes. | | 8.4 out of 16 | | |
| Overall impression and response to the judge's questions | | 8.2 out of 10 | | |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 7.0 out of 10 | | |
| Preliminary Case Study | Ontario | 86.8 out of 100 | | |
| | International | 67.8 | | |
| Demonstrate awareness of capabilities and limitations of the operation. | | 13.7 out of 16 | | |
| Determine factors affecting business risk. | | 13.8 out of 16 | | |
| Explain the concept of product mix. | | 13.3 out of 16 | | |
| Explain the principles of supply and demand. | | 14.7 out of 16 | | |
| Identify factors affecting a business's profit. | | 13.8 out of 16 | | |
| Overall impression and response to the judge's questions | | 9.0 out of 10 | | |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 8.5 out of 10 | | |
| Preliminary Presentation | Ontario | 93.3 out of 100 | | |
| | International | 66.1 | | |
| Describe the nature of product bundling. | | 14.5 out of 16 | | |
| Determine menu pricing. | | 14.2 out of 16 | | |
| Explain menu items. | | 15.0 out of 16 | | |
| Explain the concept of product mix. | | 16.0 out of 16 | | |
| Identify the impact of product life cycles on marketing decisions. | | 15.3 out of 16 | | |
| Overall impression and response to the judge's questions | | 9.8 out of 10 | | |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 8.5 out of 10 | | |

2014 Judges' Assessments

Ontario

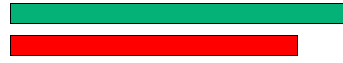
| Composite Score | Ontario | 60.2 | |  |
|---|---------------|-----------------|--|--|
| | International | 51.2 | |  |
| Restaurant and Food Service Management | | | | |
| Final Presentation | Ontario | 67.0 out of 100 | |  |
| | International | 51.2 | |  |
| Coordinate activities in the promotional mix. | | 9.3 out of 16 | |  |
| Create methods to market materials. | | 9.7 out of 16 | |  |
| Describe marketing functions and related activities. | | 10.3 out of 16 | |  |
| Explain the nature of a promotional plan. | | 10.3 out of 16 | |  |
| Identify communications channels used in sales promotion. | | 10.0 out of 16 | |  |
| Overall impression and response to the judge's questions | | 8.7 out of 10 | |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 8.7 out of 10 | |  |
| Preliminary Case Study | Ontario | 88.2 out of 100 | |  |
| | International | 69.6 | |  |
| Create methods to market materials. | | 14.5 out of 16 | |  |
| Discuss motivational theories that impact buying behavior. | | 13.3 out of 16 | |  |
| Discuss the nature of customer relationship management. | | 14.2 out of 16 | |  |
| Explain key factors in building a clientele. | | 13.8 out of 16 | |  |
| Explain the role of customer service as a component of selling relationships. | | 14.3 out of 16 | |  |
| Overall impression and response to the judge's questions | | 9.2 out of 10 | |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 8.8 out of 10 | |  |
| Preliminary Presentation | Ontario | 76.5 out of 100 | |  |
| | International | 67.5 | |  |
| Analyze employer expectations in the business environment. | | 12.0 out of 16 | |  |
| Demonstrate a customer-service mindset. | | 12.2 out of 16 | |  |
| Determine ways of reinforcing the company's image through employee performance. | | 11.0 out of 16 | |  |
| Explain the need for innovation skills. | | 12.5 out of 16 | |  |
| Identify and give examples of positive work attitudes. | | 13.0 out of 16 | |  |
| Overall impression and response to the judge's questions | | 8.5 out of 10 | |  |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 7.3 out of 10 | |  |

2014 Judges' Assessments

Ontario

Composite Score

| | |
|---------------|------|
| Ontario | 60.2 |
| International | 51.2 |



2014 Judges' Assessments

Ontario

| | | | |
|---|----------------------|-----------------|--|
| Composite Score | Ontario | 60.2 | |
| | International | 51.2 | |
| Retail Merchandising | | | |
| Final Presentation | Ontario | 38.0 out of 100 | |
| | International | 50.1 | |
| Describe factors that affect the business environment. | | 5.0 out of 16 | |
| Determine factors affecting business risk. | | 6.0 out of 16 | |
| Explain the importance of merchandising to retailers. | | 5.3 out of 16 | |
| Identify components of a retail image. | | 4.7 out of 16 | |
| Identify factors affecting a business's profit. | | 4.0 out of 16 | |
| Overall impression and response to the judge's questions | | 8.3 out of 10 | |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 4.7 out of 10 | |
| Preliminary Case Study | Ontario | 82.4 out of 100 | |
| | International | 65.3 | |
| Demonstrate connections between company actions and results. | | 13.1 out of 16 | |
| Discuss actions employees can take to achieve the company's desired results. | | 12.4 out of 16 | |
| Discuss motivational theories that impact buying behavior. | | 13.6 out of 16 | |
| Identify company's unique selling proposition. | | 13.5 out of 16 | |
| Identify components of a retail image. | | 13.8 out of 16 | |
| Overall impression and response to the judge's questions | | 8.4 out of 10 | |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 7.6 out of 10 | |
| Preliminary Presentation | Ontario | 80.2 out of 100 | |
| | International | 66.7 | |
| Discuss motivational theories that impact buying behavior. | | 11.9 out of 16 | |
| Explain key factors in building a clientele. | | 12.3 out of 16 | |
| Explain the nature of a promotional plan. | | 13.3 out of 16 | |
| Explain the nature of direct marketing channels. | | 13.3 out of 16 | |
| Overall impression and response to the judge's questions | | 8.4 out of 10 | |
| Plan follow-up strategies for use in selling. | | 12.5 out of 16 | |
| Reason effectively, use systems thinking, make judgments and decisions, and solve problems. | | 8.6 out of 10 | |

2014 Judges' Assessments

Ontario

Composite Score

Ontario 60.2
International 51.2



SMG Investment Institute

Preliminary Presentation

Ontario 89.9 out of 100
International 62.0



All members of the team participating in the oral presentation contributed equally.

4.9 out of 6



Participants answered the judge's questions knowledgeably and professionally.

5.8 out of 6



The oral presentation proceeds in a logical, organized manner and is appropriate to the investment industry.

5.1 out of 6



The presentations demonstrate research beyond the stock's performance history -- i.e., the investment decisions were based on knowledge of the company's underlying business performance or plans.

12.1 out of 14



The stock portfolio exhibits diversity across sectors of the economy.

4.7 out of 6



The written and oral presentations demonstrate an understanding of investment objectives.

13.3 out of 14



The written and oral presentations demonstrate correct use of investment terminology.

5.7 out of 6



The written and oral presentations explain changes in strategy for future investments.

11.8 out of 13



The written and oral presentations explain the effectiveness of the strategy.

13.0 out of 13



The written entry and oral presentations show evidence of a realistic knowledge of investment trends and financial markets.

4.9 out of 6



The written entry exhibited neatness, proper grammar and spelling.

3.2 out of 4



The written plan shows creativity in design and execution.

5.4 out of 6



2014 Judges' Assessments

Ontario

Composite Score

Ontario 60.2
International 51.2



Sports & Entertainment Promotion Plan

Preliminary Presentation

Ontario 75.5 out of 100
International 75.8



Participant overcame objections by answering the judge's questions.

10.5 out of 14



Professional layout, neatness, proper grammar, spelling and word usage.

5.3 out of 7



The budget is realistic for the promotion plan based on the size and location of the company/organization.

5.0 out of 7



The oral presentation and the written plan are logical, complete and workable for the particular situation.

10.5 out of 16



The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques.

6.3 out of 7



The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training.

11.3 out of 14



The promotion plan shows creativity in design and format. If visual aids are used, do they help to clarify and/or enhance the promotion plan? Are visuals limited to those used in an actual sports and entertainment promotion plan?

10.0 out of 14



The responsibility sheet is compatible with the size and location of the company/organization described.

4.8 out of 7



The schedule of events shows continuity and logical order.

6.0 out of 7



The written and oral presentations show evidence of a realistic knowledge of sports and entertainment promotion trends.

6.0 out of 7



2014 Judges' Assessments

Ontario

Composite Score

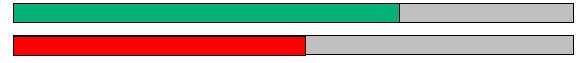
Ontario 60.2
International 51.2



Sports and Entertainment Marketing

Final Presentation

Ontario 69.0 out of 100
International 52.3



Describe the use of technology in the promotion function.

9.3 out of 16



Describe word-of-mouth channels used to communicate with targeted audiences.

12.0 out of 16



Explain the concept of marketing strategies.

9.8 out of 16



Explain the nature of a promotional plan.

11.8 out of 16



Identify ways to track marketing-communications activities.

10.5 out of 16



Overall impression and response to the judge's questions

8.3 out of 10



Reason effectively, use systems thinking, make judgments and decisions, and solve problems.

7.5 out of 10



Preliminary Case Study

Ontario 91.8 out of 100
International 66.7



Describe the functions of prices in markets.

15.0 out of 16



Explain factors affecting pricing decisions.

14.2 out of 16



Explain the nature and scope of the pricing function.

14.8 out of 16



Explain the use of technology in the pricing function.

15.2 out of 16



Identify product's/service's competitive advantage.

13.6 out of 16



Overall impression and response to the judge's questions

9.4 out of 10



Reason effectively, use systems thinking, make judgments and decisions, and solve problems.

9.6 out of 10



Preliminary Presentation

Ontario 90.0 out of 100
International 66.6



Describe data-collection methods.

14.8 out of 16



Discuss the nature of sampling plans.

14.4 out of 16



Exhibit cultural sensitivity.

14.4 out of 16



Explain the responsibility of individuals to apply ethical standards in marketing.

14.6 out of 16



Identify information monitored for marketing decision making.

13.6 out of 16



Overall impression and response to the judge's questions

9.0 out of 10



Reason effectively, use systems thinking, make judgments and decisions, and solve problems.

9.2 out of 10

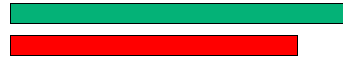


2014 Judges' Assessments

Ontario

Composite Score

| | |
|---------------|------|
| Ontario | 60.2 |
| International | 51.2 |



2014 Judges' Assessments

Ontario

Composite Score

Ontario 60.2
International 51.2



Sports and Entertainment Marketing Operations Research

Final Case Study

Ontario 33.5 out of 60
International 37.4



Conclusions based on the findings 2.0 out of 4



Costs associated with proposed rebranding strategies 2.5 out of 4



Description and rationale of research methodologies selected to conduct the research study 3.0 out of 6



Description of the business or organization 3.0 out of 3



Description of the community (economic, geographic, demographic and socioeconomic factors) 3.0 out of 3



Findings of the research study 2.5 out of 4



Objectives and rationale of the proposed rebranding plan 3.0 out of 7



One-page description of the project 2.5 out of 5



Overview of the business or organization's mission, target market and existing branding efforts 3.0 out of 3



Process used to conduct the selected research methods 1.5 out of 6



Professional layout, neatness, proper grammar, spelling and word usage 1.8 out of 4



Proposed activities and timelines 3.3 out of 7

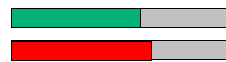


Proposed metrics to measure return on investment (ROI) 2.5 out of 4



Final Presentation

Ontario 23.0 out of 40
International 25.1



Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation 4.3 out of 10



Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all 3.8 out of 6



Question on the details of the findings and conclusions 3.0 out of 6



Question on the proposed budget 4.5 out of 6



Question on the proposed plan 3.5 out of 6



Question on the research methods 4.0 out of 6



Preliminary Case Study

Ontario 42.6 out of 60
International 38.2



Conclusions based on the findings 3.4 out of 4
























Costs associated with proposed rebranding strategies 2.7 out of 4



2014 Judges' Assessments

Ontario

| Composite Score | Ontario | 60.2 | |  |
|---|---------------|----------------|--|--|
| | International | 51.2 | |  |
| Description and rationale of research methodologies selected to conduct the research study | | 3.9 out of 6 | |  |
| Description of the business or organization | | 2.8 out of 3 | |  |
| Description of the community (economic, geographic, demographic and socioeconomic factors) | | 3.0 out of 3 | |  |
| Findings of the research study | | 3.2 out of 4 | |  |
| Objectives and rationale of the proposed rebranding plan | | 3.7 out of 7 | |  |
| One-page description of the project | | 2.9 out of 5 | |  |
| Overview of the business or organization's mission, target market and existing branding efforts | | 3.0 out of 3 | |  |
| Process used to conduct the selected research methods | | 3.5 out of 6 | |  |
| Professional layout, neatness, proper grammar, spelling and word usage | | 3.4 out of 4 | |  |
| Proposed activities and timelines | | 4.1 out of 7 | |  |
| Proposed metrics to measure return on investment (ROI) | | 3.0 out of 4 | |  |
| Preliminary Presentation | Ontario | 39.1 out of 40 | |  |
| | International | 30.5 | |  |
| Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation | | 10.0 out of 10 | |  |
| Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all | | 6.0 out of 6 | |  |
| Question on the details of the findings and conclusions | | 6.0 out of 6 | |  |
| Question on the proposed budget | | 5.6 out of 6 | |  |
| Question on the proposed plan | | 5.7 out of 6 | |  |
| Question on the research methods | | 5.8 out of 6 | |  |

2014 Judges' Assessments

Ontario

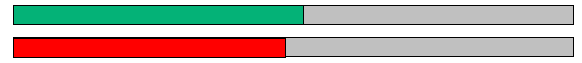
Composite Score

Ontario 60.2
International 51.2



Sports and Entertainment Marketing Team Decision Making

Final Presentation Ontario 51.8 out of 100
International 48.6



| Criteria | Score | Out of |
|---|-------|--------|
| Communicate clearly and show evidence of collaboration. | 3.8 | 6 |
| Describe marketing functions and related activities. | 5.8 | 10 |
| Explain factors affecting pricing decisions. | 5.8 | 10 |
| Explain the concept of market and market identification. | 4.0 | 10 |
| Explain the concept of marketing strategies. | 5.0 | 10 |
| Explain the nature of marketing plans. | 4.3 | 10 |
| Explain the role of situation analysis in the marketing planning process. | 5.0 | 10 |
| Identify the impact of product life cycles on marketing decisions. | 3.5 | 10 |
| Make judgments and decisions, and solve problems. | 4.5 | 6 |
| Overall impression and responses to the judge's questions. | 4.0 | 6 |
| Reason effectively and use systems thinking. | 2.8 | 6 |
| Show evidence of creativity. | 3.5 | 6 |



Preliminary Presentation Ontario 84.8 out of 100
International 65.9



| Criteria | Score | Out of |
|--|-------|--------|
| Communicate clearly and show evidence of collaboration. | 5.3 | 6 |
| Demonstrate connections between company actions and results. | 7.5 | 10 |
| Describe factors used by businesses to position corporate brands. | 8.7 | 10 |
| Describe marketing functions and related activities. | 9.0 | 10 |
| Explain business ethics in product/service management. | 8.2 | 10 |
| Explain the nature and scope of the product/service management function. | 8.5 | 10 |
| Explain the nature of corporate branding. | 8.7 | 10 |
| Explain the role of promotion as a marketing function. | 9.0 | 10 |
| Make judgments and decisions, and solve problems. | 4.8 | 6 |
| Overall impression and responses to the judge's questions. | 4.8 | 6 |
| Reason effectively and use systems thinking. | 5.3 | 6 |
| Show evidence of creativity. | 5.0 | 6 |



2014 Judges' Assessments

Ontario

| | | | | |
|---|----------------------|------------------------|--|--|
| Composite Score | Ontario | 60.2 | | |
| | International | 51.2 | | |
| Travel and Tourism Team Decision Making | | | | |
| Final Presentation | Ontario | 37.5 out of 100 | | |
| | International | 51.3 | | |
| Communicate clearly and show evidence of collaboration. | | 2.5 out of 6 | | |
| Demonstrate connections between company actions and results. | | 4.0 out of 10 | | |
| Describe factors used by marketers to position products/services. | | 2.5 out of 10 | | |
| Differentiate between service marketing and product marketing. | | 4.0 out of 10 | | |
| Discuss actions employees can take to achieve the company's desired results. | | 2.0 out of 10 | | |
| Explain customer/client/business buying behavior. | | 4.5 out of 10 | | |
| Explain the concept of market and market identification. | | 4.0 out of 10 | | |
| Explain the concept of marketing strategies. | | 5.0 out of 10 | | |
| Make judgments and decisions, and solve problems. | | 3.0 out of 6 | | |
| Overall impression and responses to the judge's questions. | | 3.0 out of 6 | | |
| Reason effectively and use systems thinking. | | 2.0 out of 6 | | |
| Show evidence of creativity. | | 1.0 out of 6 | | |
| Preliminary Presentation | Ontario | 83.3 out of 100 | | |
| | International | 63.3 | | |
| Communicate clearly and show evidence of collaboration. | | 5.7 out of 6 | | |
| Demonstrate a customer-service mindset. | | 8.0 out of 10 | | |
| Describe factors used by businesses to position corporate brands. | | 7.5 out of 10 | | |
| Describe the role of business ethics in pricing. | | 8.2 out of 10 | | |
| Determine ways of reinforcing the company's image through employee performance. | | 7.7 out of 10 | | |
| Explain factors affecting pricing decisions. | | 8.5 out of 10 | | |
| Explain the nature of positive customer relations. | | 8.3 out of 10 | | |
| Identify company's brand promise. | | 8.3 out of 10 | | |
| Make judgments and decisions, and solve problems. | | 5.0 out of 6 | | |
| Overall impression and responses to the judge's questions. | | 5.5 out of 6 | | |
| Reason effectively and use systems thinking. | | 5.0 out of 6 | | |
| Show evidence of creativity. | | 5.7 out of 6 | | |