


















# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Accounting Applications</b>				
Final Presentation	Ontario	77.2 out of 100		
	International	66.1		
Explain the nature of accounts payable.		13.2 out of 16		
Explain the nature of accounts receivable.		13.2 out of 16		
Explain the nature of special journals.		12.0 out of 16		
Overall impression and response to the judge's questions		7.5 out of 10		
Prepare an accounts payable schedule.		11.8 out of 16		
Prepare an accounts receivable schedule.		11.8 out of 16		
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		7.7 out of 10		
Preliminary Case Study	Ontario	95.0 out of 100		
	International	76.5		
Discuss the use of Generally Accepted Accounting Principles (GAAP).		15.0 out of 16		
Explain cash control procedures (e.g. signature cards, petty cash slips, deposit slips, internal/external control, etc).		15.8 out of 16		
Explain the benefits of electronic funds transfer (EFT).		15.5 out of 16		
Journalize/Post entries to establish and replenish petty cash.		15.2 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.		9.3 out of 10		
Record transactions in special journals.		15.2 out of 16		
Preliminary Presentation	Ontario	95.0 out of 100		
	International	68.3		
Determine factors affecting business risk.		15.3 out of 16		
Discuss the nature of the accounting cycle.		15.3 out of 16		
Discuss the use of cost-volume profit analysis.		14.8 out of 16		
Discuss the use of financial ratios in accounting.		15.3 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.		9.3 out of 10		
Use T accounts.		15.3 out of 16		


















# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
Advertising Campaign Event				
Final Presentation	Ontario	79.0 out of 100		
	International	77.1		
Anticipated sales are given and are realistic in terms of length and budget of the campaign. Mentions how the results will be evaluated.		6.3 out of 8		
Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage.		3.0 out of 4		
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present.		3.3 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.		5.6 out of 7		
The advertising scheduled shows continuity and logical order		6.3 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.		5.6 out of 8		
The campaign has a realistic length and promotions are scheduled properly in relation to the stated target markets.		6.0 out of 8		
The campaign shows real creativity and uses a unique and effective approach.		4.9 out of 7		
The campaign stresses product and/or service benefits that appeal to the target markets described.		6.3 out of 8		
The media selection is realistic and properly defined in terms of reach, frequency and continuity		6.6 out of 8		
The oral presentation clearly expands and develops the objectives as written in the fact sheets		12.9 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.		6.9 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.		5.6 out of 7		

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
Preliminary Presentation	Ontario	88.3 out of 100		
	International	75.4		
Anticipated sales are given and are realistic in terms of length and budget of the campaign. Mentions how the results will be evaluated.		6.4 out of 8		
Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage.		3.7 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.		5.6 out of 7		
The advertising scheduled shows continuity and logical order		6.9 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.		6.7 out of 8		
The campaign has a realistic length and promotions are scheduled properly in relation to the stated target markets.		7.3 out of 8		
The campaign shows real creativity and uses a unique and effective approach.		6.5 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		13.7 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.		7.0 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.		6.4 out of 7		

# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Apparel and Accessories Marketing</b>				
Final Presentation	Ontario	86.5 out of 100		
	International	84.3		
Coordinate channel management with other marketing activities.		14.3 out of 16		
Discuss motivational theories that impact buying behavior.		14.0 out of 16		
Explain the concept of marketing strategies.		14.5 out of 16		
Explain the nature of channel-member relationships.		14.3 out of 16		
Monitor on-floor selling activities.		13.5 out of 16		
Overall impression and response to the judge's questions		7.8 out of 10		
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		8.3 out of 10		
Preliminary Case Study	Ontario	89.3 out of 100		
	International	70.5		
Describe factors used by marketers to position products/services.		14.2 out of 16		
Discuss actions employees can take to achieve the company's desired results.		14.0 out of 16		
Explain customer/client/business buying behavior.		14.5 out of 16		
Explain the importance of merchandising to retailers.		14.8 out of 16		
Explain the use of brand names in selling.		13.5 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.		9.3 out of 10		
Preliminary Presentation	Ontario	86.2 out of 100		
	International	73.8		
Describe factors used by marketers to position products/services.		14.2 out of 16		
Explain the impact of the law of diminishing returns.		12.8 out of 16		
Explain the principles of supply and demand.		14.5 out of 16		
Identify the impact of product life cycles on marketing decisions.		14.2 out of 16		
Overall impression and response to the judge's questions		8.5 out of 10		
Plan stock.		13.3 out of 16		

# 2015 Judges' Assessments

## Ontario

Composite Score

Ontario 63.0  
International 57.4































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

8.7 out of 10



# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Automotive Services Marketing</b>				
Final Presentation	Ontario	86.0 out of 100		
	International	85.7		
Describe factors used by marketers to position products/services.		13.5 out of 16		
Explain the concept of product mix.		13.8 out of 16		
Explain the nature of corporate branding.		14.8 out of 16		
Explain the nature of overhead/operating costs.		13.5 out of 16		
Identify product's/service's competitive advantage.		13.5 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.		8.5 out of 10		
Preliminary Case Study	Ontario	90.3 out of 100		
	International	77.4		
Analyze the impact of technology on marketing.		14.1 out of 16		
Assess information needs.		14.4 out of 16		
Discuss the nature of information management.		14.4 out of 16		
Explain the concept of marketing strategies.		14.1 out of 16		
Explain the role of ethics in information management.		14.0 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.		9.4 out of 10		
Preliminary Presentation	Ontario	94.4 out of 100		
	International	84.6		
Describe the use of technology in customer relationship management.		15.1 out of 16		
Discuss the nature of customer relationship management.		15.0 out of 16		
Explain the importance of company involvement in community activities.		15.4 out of 16		
Explain the nature of corporate branding.		15.0 out of 16		
Explain the nature of positive customer relations.		14.9 out of 16		
Overall impression and response to the judge's questions		9.6 out of 10		

# 2015 Judges' Assessments

## Ontario

Composite Score

Ontario 63.0  
International 57.4



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

9.4 out of 10



# 2015 Judges' Assessments































## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Business Finance</b>				
Final Presentation	Ontario	89.3 out of 100		
	International	84.4		
Apply information to accomplish a task.		14.5 out of 16		
Determine economic utilities created by business activities.		14.0 out of 16		
Discuss the nature of information management.		14.8 out of 16		
Explain the nature of the payback period.		14.3 out of 16		
Identify ways that technology impacts business.		15.0 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.		8.8 out of 10		
Preliminary Case Study	Ontario	86.0 out of 100		
	International	66.1		
Discuss the financial planning process.		14.0 out of 16		
Explain employee's role in expense control.		13.5 out of 16		
Explain the concept of organized labor and business.		13.2 out of 16		
Explain the nature of overhead/operating costs.		13.3 out of 16		
Identify factors affecting a business's profit.		14.3 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.		8.8 out of 10		
Preliminary Presentation	Ontario	84.7 out of 100		
	International	72.3		
Describe the nature of cash flows.		14.5 out of 16		
Determine factors affecting business risk.		13.0 out of 16		
Explain the impact of the law of diminishing returns.		13.8 out of 16		
Identify factors affecting a business's profit.		12.8 out of 16		
Make capital expenditure decisions.		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.		9.0 out of 10		



# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Business Law and Ethics Team Decision Making</b>				
Final Presentation	Ontario	75.5 out of 100		
	International	74.9		
Analyze employer expectations in the business environment.		7.5 out of 10		
Choose appropriate channel for workplace communications.		6.5 out of 10		
Communicate clearly and show evidence of collaboration.		5.3 out of 6		
Deomonstrate systematic behavior.		7.5 out of 10		
Describe health and safety regulations in business.		8.0 out of 10		
Explain the rights of workers.		7.5 out of 10		
Explain the role of ethics in human resources management.		7.5 out of 10		
Make decisions.		7.0 out of 10		
Make judgments and decisions, and solve problems.		5.3 out of 6		
Overall impression and responses to the judge's questions.		4.5 out of 6		
Reason effectively and use systems thinking.		4.5 out of 6		
Show evidence of creativity.		4.5 out of 6		
Preliminary Presentation	Ontario	89.3 out of 100		
	International	75.9		
Communicate clearly and show evidence of collaboration.		5.2 out of 6		
Describe factors that affect the business environment.		9.3 out of 10		
Describe the functions of prices in markets.		8.3 out of 10		
Determine factors affecting business risk.		9.0 out of 10		
Explain customer/client/business buying behavior.		8.7 out of 10		
Explain the nature and scope of purchasing.		8.8 out of 10		
Explain the nature of business ethics.		9.7 out of 10		
Make judgments and decisions, and solve problems.		5.3 out of 6		
Overall impression and responses to the judge's questions.		5.3 out of 6		
Reason effectively and use systems thinking.		5.5 out of 6		
Select vendors.		9.3 out of 10		
Show evidence of creativity.		4.8 out of 6		

# 2015 Judges' Assessments

## Ontario

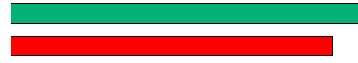
<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Business Service Marketing</b>				
Final Presentation	Ontario	84.4 out of 100		
	International	88.2		
Communicate core values of product/service.		14.0 out of 16		
Describe factors that affect the business environment.		14.0 out of 16		
Determine factors affecting business risk.		14.0 out of 16		
Explain factors affecting pricing decisions.		14.0 out of 16		
Explain how organizations adapt to today's markets.		14.2 out of 16		
Overall impression and response to the judge's questions		5.4 out of 10		
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		8.8 out of 10		
Preliminary Case Study	Ontario	89.8 out of 100		
	International	74.0		
Analyze the impact of technology on marketing.		14.2 out of 16		
Describe ethical considerations in channel management.		14.0 out of 16		
Determine factors affecting business risk.		14.2 out of 16		
Explain the nature of channel-member relationships.		14.7 out of 16		
Explain the relationship between customer service and channel management.		14.5 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.		9.2 out of 10		
Preliminary Presentation	Ontario	92.3 out of 100		
	International	78.4		
Communicate core values of product/service.		14.2 out of 16		
Coordinate activities in the promotional mix.		14.7 out of 16		
Explain the concept of marketing strategies.		15.2 out of 16		
Explain the nature of a promotional plan.		15.0 out of 16		
Identify communications channels used in sales promotion.		15.2 out of 16		
Overall impression and response to the judge's questions		9.0 out of 10		

# 2015 Judges' Assessments

## Ontario

Composite Score

Ontario 63.0  
International 57.4
































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

9.2 out of 10



# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Business Services Operations Research</b>				
Final Case Study	Ontario	47.0 out of 60		
	International	44.3		
Conclusions based on the findings		3.5 out of 4		
Costs associated with proposed strategies		3.5 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)		3.0 out of 3		
Findings of the research study		3.5 out of 4		
Objectives and rationale of the proposed strategic plan		4.0 out of 6		
One-page description of the project		4.0 out of 5		
Overview of the business or organization's current target market		3.0 out of 3		
Process used to conduct the selected research methods		4.5 out of 6		
Professional layout, neatness, proper grammar, spelling and word usage		3.0 out of 4		
Proposed activities and timelines		4.0 out of 6		
Proposed metrics or key performance indicators to measure plan effectiveness		4.0 out of 6		
Final Presentation	Ontario	25.5 out of 40		
	International	30.2		
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		5.5 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		3.5 out of 6		
Question on the proposed budget		4.0 out of 6		
Question on the proposed plan		4.0 out of 6		
Question on the research methods		3.5 out of 6		
Preliminary Case Study	Ontario	51.3 out of 60		
	International	42.6		
Conclusions based on the findings		3.9 out of 4		
Costs associated with proposed strategies		3.9 out of 4		


























# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
Description and rationale of research methodologies selected to conduct the research study		4.7 out of 6		
Description of the business or organization		2.3 out of 3		
Description of the community (economic, geographic, demographic and socioeconomic factors)		2.1 out of 3		
Findings of the research study		3.9 out of 4		
Objectives and rationale of the proposed strategic plan		4.8 out of 6		
One-page description of the project		4.6 out of 5		
Overview of the business or organization's current target market		2.3 out of 3		
Process used to conduct the selected research methods		4.3 out of 6		
Professional layout, neatness, proper grammar, spelling and word usage		3.3 out of 4		
Proposed activities and timelines		5.6 out of 6		
Proposed metrics or key performance indicators to measure plan effectiveness		5.7 out of 6		
Preliminary Presentation	Ontario	36.8 out of 40		
	International	30.7		
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		9.3 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		5.4 out of 6		
Question on the proposed budget		4.8 out of 6		
Question on the proposed plan		5.6 out of 6		
Question on the research methods		5.7 out of 6		






























# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Buying and Merchandising Operations Research</b>				
Preliminary Case Study	Ontario	42.8 out of 60		
	International	41.9		
Conclusions based on the findings		2.9 out of 4		
Costs associated with proposed strategies		3.1 out of 4		
Description and rationale of research methodologies selected to conduct the research study		4.1 out of 6		
Description of the business or organization		2.6 out of 3		
Description of the community (economic, geographic, demographic and socioeconomic factors)		2.0 out of 3		
Findings of the research study		2.7 out of 4		
Objectives and rationale of the proposed strategic plan		4.1 out of 6		
One-page description of the project		3.6 out of 5		
Overview of the business or organization's current target market		2.6 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		2.8 out of 4		
Proposed activities and timelines		4.6 out of 6		
Proposed metrics or key performance indicators to measure plan effectiveness		3.8 out of 6		
Preliminary Presentation	Ontario	33.1 out of 40		
	International	31.8		
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		8.7 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		4.9 out of 6		
Question on the proposed budget		4.5 out of 6		
Question on the proposed plan		4.4 out of 6		
Question on the research methods		4.8 out of 6		

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Buying and Merchandising Team Decision Making</b>				
Final Presentation	Ontario	69.0 out of 90		
	International	65.9		
Communicate clearly and show evidence of collaboration.		5.0 out of 6		
Demonstrate connections between company actions and results.		7.0 out of 10		
Describe marketing functions and related activities.		7.0 out of 10		
Explain the concept of market and market identification.		7.5 out of 10		
Explain the concept of marketing strategies.		7.0 out of 10		
Generate product ideas.		7.5 out of 10		
Identify company's unique selling proposition.		7.0 out of 10		
Make judgments and decisions, and solve problems.		5.0 out of 6		
Overall impression and responses to the judge's questions.		5.5 out of 6		
Reason effectively and use systems thinking.		5.0 out of 6		
Show evidence of creativity.		5.5 out of 6		
Preliminary Presentation	Ontario	85.7 out of 100		
	International	71.8		
Communicate clearly and show evidence of collaboration.		5.3 out of 6		
Describe factors used by marketers to position products/services.		8.5 out of 10		
Explain factors affecting pricing decisions.		8.7 out of 10		
Explain the concept of product mix.		8.2 out of 10		
Explain the nature and scope of the product/service management function.		8.8 out of 10		
Explain the nature of channel-member relationships.		8.7 out of 10		
Identify factors affecting a business's profit.		8.0 out of 10		
Identify the impact of product life cycles on marketing decisions.		8.5 out of 10		
Make judgments and decisions, and solve problems.		5.2 out of 6		
Overall impression and responses to the judge's questions.		5.5 out of 6		
Reason effectively and use systems thinking.		5.5 out of 6		
Show evidence of creativity.		4.8 out of 6		

# 2015 Judges' Assessments


























## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Community Service Project</b>				
<b>Final Case Study</b>	<b>Ontario</b>	<b>46.2 out of 60</b>		
	<b>International</b>	<b>48.5</b>		
Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service		3.4 out of 5		
Description of the local DECA chapter, school and community		2.4 out of 4		
Description of the project and documentation		3.4 out of 5		
Evaluation of the project		4.6 out of 5		
Historic background of the selected community service or charity		2.4 out of 4		
Impact goal for the beneficiary		3.6 out of 4		
Impact of the community service or charitable project		4.0 out of 5		
One-page description of the project		3.0 out of 4		
Organizational chart, member involvement and job descriptions		4.2 out of 5		
Professional layout, neatness, proper grammar, spelling and word usage		4.0 out of 5		
Purpose of the project		3.8 out of 5		
Rationale for selecting the community service or charitable project		3.8 out of 5		
Recommendation(s) for future projects		3.6 out of 4		
<b>Final Presentation</b>	<b>Ontario</b>	<b>34.6 out of 40</b>		
	<b>International</b>	<b>30.0</b>		
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		7.0 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?		4.4 out of 6		
To what extent did the chapter representatives adequately explain the evaluation of the Community Service Project and recommendations for future projects?		5.6 out of 6		
To what extent did the chapter representatives adequately explain the implementation and coordination of the project?		4.6 out of 6		








# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
To what extent did the chapter representatives adequately explain the reason(s) for selecting the Community Service Project?		5.0 out of 6		
To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?		4.0 out of 4		
Preliminary Case Study	Ontario	47.9 out of 60		
	International	47.0		
Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service		3.8 out of 5		
Description of the local DECA chapter, school and community		3.3 out of 4		
Description of the project and documentation		4.2 out of 5		
Evaluation of the project		4.5 out of 5		
Historic background of the selected community service or charity		3.3 out of 4		
Impact goal for the beneficiary		3.5 out of 4		
Impact of the community service or charitable project		4.2 out of 5		
One-page description of the project		3.0 out of 4		
Organizational chart, member involvement and job descriptions		3.7 out of 5		
Professional layout, neatness, proper grammar, spelling and word usage		4.1 out of 5		
Purpose of the project		3.6 out of 5		
Rationale for selecting the community service or charitable project		3.1 out of 5		
Recommendation(s) for future projects		3.6 out of 4		
Preliminary Presentation	Ontario	34.3 out of 40		
	International	32.2		
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		7.0 out of 8		
Overall performance, presentation technique, effective use of visuals and participation of all		3.9 out of 4		
To what extent did the chapter representatives adequately explain the benefits of the project to the chapter?		4.6 out of 6		
To what extent did the chapter representatives adequately explain the evaluation of the Community Service Project and recommendations for future projects?		5.4 out of 6		

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0	
	International	57.4	
To what extent did the chapter representatives adequately explain the implementation and coordination of the project?		4.7 out of 6	
To what extent did the chapter representatives adequately explain the reason(s) for selecting the Community Service Project?		4.8 out of 6	
To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?		4.0 out of 4	

# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Creative Marketing Project</b>				
Preliminary Case Study	Ontario	44.4 out of 60		
	International	43.9		
Appropriate background information is provided		2.9 out of 4		
Description of primary research conducted		3.0 out of 4		
Description of secondary research conducted		2.8 out of 4		
Description of the involvement of chapter members and businesspeople		3.5 out of 4		
One-page description of the project		3.4 out of 4		
Plan for implementing the recommendations		2.7 out of 4		
Presentation of conclusions		4.3 out of 6		
Presentation of findings		4.3 out of 6		
Problem is stated clearly		3.0 out of 4		
Professional layout, neatness, proper grammar, spelling and word usage		3.3 out of 4		
Project presented to the appropriate officials		3.1 out of 4		
Projected outcomes from the implementation		2.6 out of 4		
Recommendations resulting from the study		3.1 out of 4		
Significance of the problem studied		2.7 out of 4		
Preliminary Presentation	Ontario	30.8 out of 40		
	International	30.5		
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		6.8 out of 8		
Overall performance, presentation technique, effective use of visuals and participation of all		3.7 out of 4		
Question on the findings and recommendations		5.1 out of 8		
Question on the rationale for selecting the research problem		6.0 out of 8		
Question on the rationale for the design of the research		5.6 out of 8		
To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?		3.7 out of 4		





































# 2015 Judges' Assessments

## Ontario

Category	Ontario	International	Score	Max	Visual
<b>Composite Score</b>	<b>Ontario</b>	<b>International</b>	<b>63.0</b>	<b>57.4</b>	
<b>Entrepreneurship Innovation Plan</b>					
Final Presentation	Ontario	International	57.7 out of 100	66.0	
Description of the earning potential			4.0 out of 7		
Description of the growth potential			4.7 out of 7		
Description of the opportunity that exists			5.0 out of 10		
Description of the potential reach of the proposed business/product/service			3.7 out of 7		
Description of the target market			5.7 out of 10		
Description of the trend(s) occurring which suggests that the proposed business/product/service will be marketable			6.3 out of 10		
Description of the unique selling position			5.3 out of 10		
Explanation of business/product/service proposed			5.7 out of 10		
One-page description of the plan			4.3 out of 6		
Overall impression of the concept paper			4.7 out of 8		
Overall impression of the presentation and of the participant (articulate, knowledgeable)			4.3 out of 8		
Request for financing and summary of key points			4.0 out of 7		
Preliminary Presentation	Ontario	International	80.3 out of 100	73.5	
Description of the earning potential			5.4 out of 7		
Description of the growth potential			4.9 out of 7		
Description of the opportunity that exists			7.2 out of 10		
Description of the potential reach of the proposed business/product/service			5.6 out of 7		
Description of the target market			8.0 out of 10		
Description of the trend(s) occurring which suggests that the proposed business/product/service will be marketable			8.1 out of 10		
Description of the unique selling position			7.9 out of 10		
Explanation of business/product/service proposed			8.0 out of 10		
One-page description of the plan			5.4 out of 6		
Overall impression of the concept paper			7.6 out of 8		
Overall impression of the presentation and of the participant (articulate, knowledgeable)			6.6 out of 8		
Request for financing and summary of key points			5.6 out of 7		





































# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Entrepreneurship Participating-Franchise Business</b>				
Final Presentation	Ontario	68.7 out of 100		
	International	69.7		
Analysis of the business opportunity, customer and location		7.3 out of 10		
Capital and repayment plan		4.0 out of 5		
Introduction and self-analysis		4.7 out of 6		
Nonpersonal promotion		4.3 out of 5		
One-page description of the project		3.3 out of 4		
Overall impression of the presentation and of the participant (articulate, knowledgeable)		6.0 out of 10		
Overall impression of the written prospectus		4.3 out of 10		
Personal promotion		4.0 out of 5		
Place		4.0 out of 5		
Projected income/cash flow		4.3 out of 10		
Projected three-year plan		5.0 out of 10		
Proposed organization		4.0 out of 5		
Proposed pricing policies		4.3 out of 5		
Proposed product/service		4.3 out of 5		
Rationale and marketing research on the acceptability of the product/service		4.7 out of 5		
Preliminary Presentation	Ontario	78.2 out of 100		
	International	67.7		
Analysis of the business opportunity, customer and location		7.7 out of 10		
Capital and repayment plan		3.8 out of 5		
Introduction and self-analysis		4.3 out of 6		
Nonpersonal promotion		4.2 out of 5		
One-page description of the project		3.5 out of 4		
Overall impression of the presentation and of the participant (articulate, knowledgeable)		8.5 out of 10		
Overall impression of the written prospectus		8.3 out of 10		
Personal promotion		4.0 out of 5		
Place		4.3 out of 5		
Projected income/cash flow		7.0 out of 10		
Projected three-year plan		6.0 out of 10		
Proposed organization		3.2 out of 5		
Proposed pricing policies		4.5 out of 5		
Proposed product/service		4.5 out of 5		
Rationale and marketing research on the acceptability of the product/service		4.3 out of 5		

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Entrepreneurship Participating-Independent Business</b>				
Final Presentation	Ontario	88.5 out of 100		
	International	85.3		
Analysis of the business opportunity, customer and location		9.0 out of 10		
Capital and repayment plan		4.0 out of 5		
Introduction and self-analysis		5.0 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)		9.0 out of 10		
Overall impression of the written prospectus		8.0 out of 10		
Personal promotion		4.5 out of 5		
Place		4.5 out of 5		
Projected income/cash flow		8.5 out of 10		
Projected three-year plan		9.0 out of 10		
Proposed organization		4.5 out of 5		
Proposed pricing policies		5.0 out of 5		
Proposed product/service		5.0 out of 5		
Rationale and marketing research on the acceptability of the product/service		4.5 out of 5		
Preliminary Presentation	Ontario	74.7 out of 100		
	International	75.3		
Analysis of the business opportunity, customer and location		6.5 out of 10		
Capital and repayment plan		4.2 out of 5		
Introduction and self-analysis		4.2 out of 6		
Nonpersonal promotion		3.3 out of 5		
One-page description of the project		3.3 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		7.0 out of 10		
Personal promotion		4.0 out of 5		
Place		4.0 out of 5		
Projected income/cash flow		7.0 out of 10		
Projected three-year plan		6.8 out of 10		
Proposed organization		3.8 out of 5		
Proposed pricing policies		3.8 out of 5		
Proposed product/service		4.3 out of 5		
Rationale and marketing research on the acceptability of the product/service		4.2 out of 5		

# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Entrepreneurship Promotion Project</b>				
<b>Final Case Study</b>	<b>Ontario</b>	<b>32.0 out of 60</b>		
	<b>International</b>	<b>40.4</b>		
Description of the local DECA chapter and the school and community		4.0 out of 7		
Evaluation of campaign targeted at the outside audience		6.0 out of 8		
Implementation of activity(ies)		4.0 out of 8		
One-page description of the project		4.0 out of 7		
Planning and organization of activity(ies)		3.0 out of 8		
Professional layout, neatness, proper grammar, spelling and word usage		3.0 out of 6		
Purpose of activity(ies)		5.0 out of 8		
Recommendations for additional new activity(ies) for future campaigns		3.0 out of 8		
<b>Final Presentation</b>	<b>Ontario</b>	<b>27.0 out of 40</b>		
	<b>International</b>	<b>25.7</b>		
A question about knowledge of entrepreneurship		4.0 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		5.0 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		5.0 out of 5		
<b>Preliminary Case Study</b>	<b>Ontario</b>	<b>45.7 out of 60</b>		
	<b>International</b>	<b>43.9</b>		
Description of the local DECA chapter and the school and community		5.2 out of 7		
Evaluation of campaign targeted at the outside audience		6.1 out of 8		
Implementation of activity(ies)		6.1 out of 8		
One-page description of the project		5.0 out of 7		
Planning and organization of activity(ies)		6.2 out of 8		
Professional layout, neatness, proper grammar, spelling and word usage		4.9 out of 6		
Purpose of activity(ies)		6.2 out of 8		

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
Recommendations for additional new activity(ies) for future campaigns		6.1 out of 8		
Preliminary Presentation	Ontario	32.1 out of 40		
	International	29.9		
A question about knowledge of entrepreneurship		5.4 out of 7		
A question about knowledge of the importance of entrepreneurship		4.9 out of 7		
A question about the activity(ies) completed		5.7 out of 7		
Description and value of activity(ies) targeted at outside audiences		5.9 out of 7		
Description of the project; organization, clarity and effectiveness of the presentation and involvement of all chapter representatives		5.5 out of 7		
Professional standards (appearance, poise and confidence), presentation technique, effective use of visuals and participation of all		4.6 out of 5		























# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Entrepreneurship Written Event</b>				
Final Case Study	Ontario	43.0 out of 60		
	International	42.4		
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		3.0 out of 4		
Professional layout, neatness, proper grammar, spelling and word usage		3.0 out of 4		
Projected income and expenses		4.0 out of 6		
Proposed marketing strategies		5.0 out of 8		
Proposed organization		3.0 out of 4		
Proposed plan to meet capital needs		4.0 out of 6		
Proposed product/service		3.0 out of 4		
Request for financing		3.0 out of 4		
Self analysis		3.0 out of 4		
Trading area analysis		3.0 out of 4		
Type of business/product/service proposed and a brief description		3.0 out of 4		
Final Presentation	Ontario	36.0 out of 40		
	International	31.9		
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		5.0 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		4.0 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?		5.0 out of 5		
Preliminary Case Study	Ontario	43.6 out of 60		
	International	41.0		
Analysis of the potential location(s)		3.4 out of 4		
Market segment analysis		3.4 out of 4		
One-page description of the project		2.9 out of 4		
Professional layout, neatness, proper grammar, spelling and word usage		3.3 out of 4		

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
Projected income and expenses		4.0 out of 6		
Proposed marketing strategies		4.4 out of 8		
Proposed organization		2.7 out of 4		
Proposed plan to meet capital needs		3.8 out of 6		
Proposed product/service		3.3 out of 4		
Request for financing		3.1 out of 4		
Self analysis		3.1 out of 4		
Trading area analysis		3.3 out of 4		
Type of business/product/service proposed and a brief description		3.2 out of 4		
Preliminary Presentation	Ontario	34.1 out of 40		
	International	32.9		
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation		8.4 out of 10		
Overall performance, presentation technique, effective use of visual aids and participation of all		4.5 out of 5		
Question on the analysis of the business situation		4.4 out of 5		
Question on the plan for operating the proposed business/product/service		3.7 out of 5		
Question on the plan to meet capital needs		4.3 out of 5		
Question on the projected income and expenses		4.2 out of 5		
To what extent did the participants demonstrate professional appearance, poise and confidence?		4.8 out of 5		

# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		

### Entrepreneurship-Growing Your Business

Final Case Study	Ontario	43.3 out of	60	
	International	42.9		

Capital needed for expansion opportunities	3.0 out of	4	
Current financial situation	3.0 out of	4	
Demographics of market area	2.7 out of	3	
Description of the products and/or services offered	3.0 out of	4	
Expansion Opportunities	3.0 out of	4	
Fixed overhead and cost of operations	3.0 out of	4	
Marketing Plan	3.3 out of	4	
One-page description of the project	2.0 out of	3	
Opportunities available for the business	2.0 out of	3	
Professional layout, neatness, proper grammar, spelling and word usage	2.0 out of	3	
Strengths of the business	2.0 out of	3	
Summary of key points	1.3 out of	3	
Threats to the business	2.0 out of	3	
Time to achieve profitability	3.0 out of	4	
Type of business owned and operated and description of the current business operations	3.0 out of	4	
Unique characteristics of the business	3.0 out of	4	
Weaknesses of the business	2.0 out of	3	

Final Presentation	Ontario	32.3 out of	40	
	International	35.3		

Financing plan	3.0 out of	4	
Opening remarks	4.3 out of	5	
Overall performance, presentation technique, effective use of visual aids and participation of all members	4.0 out of	5	
Plan to grow the business	4.0 out of	5	
Question on the financing plan	3.0 out of	4	
Question on the five year plan	3.0 out of	4	
Question on the unique qualities of the business	3.7 out of	4	
SWOT analysis	4.0 out of	5	
To what extent did the participants demonstrate professional appearance, poise and confidence?	3.3 out of	4	

Preliminary Case Study	Ontario	35.7 out of	60	
	International	35.5		

Capital needed for expansion opportunities	2.5 out of	4	
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# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
Current financial situation		2.3 out of 4		
Demographics of market area		2.5 out of 3		
Description of the products and/or services offered		2.0 out of 4		
Expansion Opportunities		2.4 out of 4		
Fixed overhead and cost of operations		1.9 out of 4		
Marketing Plan		1.7 out of 4		
One-page description of the project		2.3 out of 3		
Opportunities available for the business		1.8 out of 3		
Professional layout, neatness, proper grammar, spelling and word usage		2.0 out of 3		
Strengths of the business		2.1 out of 3		
Summary of key points		2.1 out of 3		
Threats to the business		2.0 out of 3		
Time to achieve profitability		2.0 out of 4		
Type of business owned and operated and description of the current business operations		2.2 out of 4		
Unique characteristics of the business		1.9 out of 4		
Weaknesses of the business		2.1 out of 3		
Preliminary Presentation	Ontario	36.5 out of 40		
	International	31.7		
Financing plan		3.7 out of 4		
Opening remarks		4.9 out of 5		
Overall performance, presentation technique, effective use of visual aids and participation of all members		4.7 out of 5		
Plan to grow the business		4.3 out of 5		
Question on the financing plan		3.3 out of 4		
Question on the five year plan		3.1 out of 4		
Question on the unique qualities of the business		4.0 out of 4		
SWOT analysis		4.6 out of 5		
To what extent did the participants demonstrate professional appearance, poise and confidence?		4.0 out of 4		








# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Fashion Merchandising Promotion Plan</b>				
Final Presentation	Ontario	77.6 out of 100		
	International	78.1		
Participant overcame objections by answering the judge's questions.		12.2 out of 14		
Professional layout, neatness, proper grammar, spelling and word usage.		6.2 out of 7		
The budget is realistic for the promotion plan based on the size and location of the store.		4.4 out of 7		
The oral presentation and the written plan are logical, complete and workable for the particular situation.		12.2 out of 16		
The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques.		5.4 out of 7		
The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training.		9.8 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?		12.2 out of 14		
The responsibility sheet is compatible with the size and location of the store described.		4.6 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.		5.6 out of 7		
Preliminary Presentation	Ontario	84.5 out of 100		
	International	75.3		
Participant overcame objections by answering the judge's questions.		12.8 out of 14		
Professional layout, neatness, proper grammar, spelling and word usage.		5.7 out of 7		
The budget is realistic for the promotion plan based on the size and location of the store.		5.5 out of 7		
The oral presentation and the written plan are logical, complete and workable for the particular situation.		13.4 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		

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0	
	International	57.4	
The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training.	12.0 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?	12.2 out of	14	
The responsibility sheet is compatible with the size and location of the store described.	5.5 out of	7	
The schedule of events shows continuity and logical order.	5.5 out of	7	
The written and oral presentations show evidence of a realistic knowledge of fashion merchandising trends.	5.7 out of	7	






















# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Finance Operations Research Event</b>				
<b>Final Case Study</b>	<b>Ontario</b>	<b>58.0 out of 60</b>		
	<b>International</b>	<b>48.7</b>		
Conclusions based on the findings		4.0 out of 4		
Costs associated with proposed strategies		4.0 out of 4		
Description and rationale of research methodologies selected to conduct the research study		6.0 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		4.0 out of 4		
Objectives and rationale of the proposed strategic plan		5.0 out of 6		
One-page description of the project		5.0 out of 5		
Overview of the business or organization's current target market		3.0 out of 3		
Process used to conduct the selected research methods		5.6 out of 6		
Professional layout, neatness, proper grammar, spelling and word usage		4.0 out of 4		
Proposed activities and timelines		6.0 out of 6		
Proposed metrics or key performance indicators to measure plan effectiveness		5.4 out of 6		
<b>Final Presentation</b>	<b>Ontario</b>	<b>38.4 out of 40</b>		
	<b>International</b>	<b>35.9</b>		
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		5.4 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		5.4 out of 6		
Question on the research methods		6.0 out of 6		
<b>Preliminary Case Study</b>	<b>Ontario</b>	<b>48.4 out of 60</b>		
	<b>International</b>	<b>41.3</b>		
Conclusions based on the findings		3.6 out of 4		
Costs associated with proposed strategies		3.7 out of 4		

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
Description and rationale of research methodologies selected to conduct the research study		4.6 out of 6		
Description of the business or organization		2.6 out of 3		
Description of the community (economic, geographic, demographic and socioeconomic factors)		2.4 out of 3		
Findings of the research study		3.9 out of 4		
Objectives and rationale of the proposed strategic plan		4.4 out of 6		
One-page description of the project		4.4 out of 5		
Overview of the business or organization's current target market		2.6 out of 3		
Process used to conduct the selected research methods		4.6 out of 6		
Professional layout, neatness, proper grammar, spelling and word usage		2.9 out of 4		
Proposed activities and timelines		4.0 out of 6		
Proposed metrics or key performance indicators to measure plan effectiveness		4.8 out of 6		
Preliminary Presentation	Ontario	34.7 out of 40		
	International	29.4		
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		8.9 out of 10		
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		5.4 out of 6		
Question on the details of the findings and conclusions		4.9 out of 6		
Question on the proposed budget		4.9 out of 6		
Question on the proposed plan		5.3 out of 6		
Question on the research methods		5.4 out of 6		



# 2015 Judges' Assessments

## Ontario

Category	Ontario	International	Score	Target	Visual
<b>Composite Score</b>	<b>Ontario</b>	<b>International</b>	<b>63.0</b>	<b>57.4</b>	
<b>Financial Consulting</b>					
Final Presentation	Ontario	International	89.0 out of 100	84.1	
Communicated understanding of customer/client needs.			6.5 out of 8		
Demonstrated or explained product(s)/service(s).			8.0 out of 8		
Effectively answered customer/client questions and concerns.			6.5 out of 8		
Effectively closed the sale or ended the consultation.			8.5 out of 10		
Established relationship with client/customer.			6.5 out of 8		
Facilitated customer/client buying decisions.			7.5 out of 8		
Overall general impression.			4.5 out of 5		
Prescribed solution to customer/client needs.			7.5 out of 8		
Professional appearance, poise and confidence.			4.5 out of 5		
Properly stated features and benefits of products/services/actions.			6.0 out of 7		
Recommended specific product(s)/service(s)/action(s).			8.0 out of 8		
The opening was effective and engaging.			6.0 out of 7		
The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation.			9.0 out of 10		
<b>Preliminary Presentation</b>	<b>Ontario</b>	<b>International</b>	<b>82.8 out of 100</b>	<b>73.4</b>	
Communicated understanding of customer/client needs.			6.7 out of 8		
Demonstrated or explained product(s)/service(s).			6.7 out of 8		
Effectively answered customer/client questions and concerns.			5.8 out of 8		
Effectively closed the sale or ended the consultation.			7.5 out of 10		
Established relationship with client/customer.			6.5 out of 8		
Facilitated customer/client buying decisions.			6.3 out of 8		
Overall general impression.			4.5 out of 5		
Prescribed solution to customer/client needs.			6.3 out of 8		
Professional appearance, poise and confidence.			4.8 out of 5		
Properly stated features and benefits of products/services/actions.			6.2 out of 7		

# 2015 Judges' Assessments

## Ontario

### Composite Score

Ontario 63.0  
International 57.4



Recommended specific product(s)/service(s)/action(s).

6.7 out of 8



The opening was effective and engaging.

5.8 out of 7



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

9.0 out of 10














# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Financial Literacy Promotion Project</b>				
Final Case Study	Ontario	47.0 out of 60		
	International	43.8		
Description of the local DECA chapter and the school and community		5.0 out of 7		
Evaluation of campaign targeted at the outside audience		7.0 out of 8		
Implementation of activity(ies)		6.0 out of 8		
One-page description of the project		5.5 out of 7		
Planning and organization of activity(ies)		6.5 out of 8		
Professional layout, neatness, proper grammar, spelling and word usage		5.5 out of 6		
Purpose of the activity(ies)		6.0 out of 8		
Recommendations for additional new activity(ies) for future campaigns		5.5 out of 8		
Final Presentation	Ontario	27.5 out of 40		
	International	31.4		
A question about knowledge of financial literacy		5.0 out of 7		
A question about knowledge of the importance of financial literacy		4.0 out of 7		
A question about the activity(ies) completed		5.0 out of 7		
Description and value of activity(ies) targeted at outside audiences		4.0 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		4.5 out of 5		
Preliminary Case Study	Ontario	48.4 out of 60		
	International	44.3		
Description of the local DECA chapter and the school and community		5.2 out of 7		
Evaluation of campaign targeted at the outside audience		6.5 out of 8		
Implementation of activity(ies)		6.1 out of 8		
One-page description of the project		6.0 out of 7		
Planning and organization of activity(ies)		6.4 out of 8		
Professional layout, neatness, proper grammar, spelling and word usage		5.5 out of 6		
Purpose of activity(ies)		6.8 out of 8		































# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
Recommendations for additional new activity(ies) for future campaigns		6.1 out of 8		
Preliminary Presentation	Ontario	36.8 out of 40		
	International	32.1		
A question about knowledge of financial literacy		6.6 out of 7		
A question about the activity(ies) completed		6.4 out of 7		
Description and value of activity(ies) targeted at outside audiences		5.9 out of 7		
Description of the project; organization, clarity and effectiveness of the presentation and involvement of all chapter representatives		6.2 out of 7		
Description of the project; organization, clarity and effectiveness of the presentation and involvement of all chapter representatives		6.7 out of 7		
Professional standards (appearance, poise and confidence), presentation technique, effective use of visuals and participation of all		4.9 out of 5		

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Financial Services Team Decision Making</b>				
Final Presentation	Ontario	88.0 out of 100		
	International	83.9		
Apply information to accomplish a task.		9.0 out of 10		
Communicate clearly and show evidence of collaboration.		5.7 out of 6		
Describe the use of technology in risk management.		8.7 out of 10		
Discuss legal considerations affecting risk management.		8.7 out of 10		
Discuss the nature of risk control (i.e. internal and external).		9.0 out of 10		
Explain the nature and scope of financial-information management.		8.7 out of 10		
Explain the role of ethics in financial-information management.		8.7 out of 10		
Explain the role of ethics in risk management.		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.		5.7 out of 6		
Reason effectively and use systems thinking.		5.3 out of 6		
Show evidence of creativity.		5.3 out of 6		
Preliminary Presentation	Ontario	91.5 out of 100		
	International	82.8		
Assist clients with establishing financial goals.		9.3 out of 10		
Communicate clearly and show evidence of collaboration.		5.7 out of 6		
Conduct client conferences.		9.0 out of 10		
Describe sources of securities information.		8.8 out of 10		
Explain investment goals and objectives.		9.0 out of 10		
Explain the need to save and invest.		9.2 out of 10		
Explain types of financial markets (e.g., money markets, capital markets, insurance markets and commodities markets, etc.).		9.2 out of 10		
Interpret securities table.		9.3 out of 10		
Make judgments and decisions, and solve problems.		5.0 out of 6		
Overall impression and responses to the judge's questions.		5.7 out of 6		
Reason effectively and use systems thinking.		5.7 out of 6		
Show evidence of creativity.		5.7 out of 6		

# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Food Marketing</b>				
Final Presentation	Ontario	89.6 out of 100		
	International	87.8		
Communicate core values of product/service.		14.1 out of 16		
Describe factors that affect the business environment.		13.9 out of 16		
Discuss the nature of customer relationship management.		15.0 out of 16		
Explain how organizations adapt to today's markets.		15.0 out of 16		
Explain the concept of competition.		13.9 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.		8.9 out of 10		
Preliminary Case Study	Ontario	91.9 out of 100		
	International	74.9		
Demonstrate connections between company actions and results.		14.6 out of 16		
Explain customer/client/business buying behavior.		14.7 out of 16		
Explain the concept of marketing strategies.		14.6 out of 16		
Identify company's unique selling proposition.		13.9 out of 16		
Identify product's/service's competitive advantage.		15.0 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.		9.4 out of 10		
Preliminary Presentation	Ontario	92.0 out of 100		
	International	73.4		
Communicate core values of product/service.		14.6 out of 16		
Explain the concept of market and market identification.		14.9 out of 16		
Explain the nature of marketing plans.		15.1 out of 16		
Explain the role of situational analysis in the marketing planning process.		14.7 out of 16		
Identify communication channels used in sales promotion.		13.9 out of 16		
Overall impression and response to the judge's questions		9.4 out of 10		

# 2015 Judges' Assessments

## Ontario

Composite Score

Ontario 63.0  
International 57.4































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

9.4 out of 10



# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Hospitality &amp; Tourism Professional Selling</b>				
Final Presentation	Ontario	60.5 out of 100		
	International	77.2		
Communicated understanding of customer/client needs.		4.5 out of 8		
Demonstrated or explained product(s)/service(s).		5.5 out of 8		
Effectively answered customer/client questions and concerns.		6.0 out of 8		
Effectively closed the sale or ended the consultation.		3.0 out of 10		
Established relationship with client/customer.		4.0 out of 8		
Facilitated customer/client buying decisions.		5.0 out of 8		
Overall general impression.		3.5 out of 5		
Prescribed solution to customer/client needs.		5.0 out of 8		
Professional appearance, poise and confidence.		4.0 out of 5		
Properly stated features and benefits of products/services/actions.		5.5 out of 7		
Recommended specific product(s)/service(s)/action(s).		5.5 out of 8		
The opening was effective and engaging.		3.5 out of 7		
The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation.		5.5 out of 10		
Preliminary Presentation	Ontario	80.3 out of 100		
	International	76.6		
Communicated understanding of customer/client needs.		6.2 out of 8		
Demonstrated or explained product(s)/service(s).		7.0 out of 8		
Effectively answered customer/client questions and concerns.		6.0 out of 8		
Effectively closed the sale or ended the consultation.		7.2 out of 10		
Established relationship with client/customer.		5.7 out of 8		
Facilitated customer/client buying decisions.		6.5 out of 8		
Overall general impression.		4.3 out of 5		
Prescribed solution to customer/client needs.		5.8 out of 8		
Professional appearance, poise and confidence.		5.0 out of 5		
Properly stated features and benefits of products/services/actions.		6.3 out of 7		



# 2015 Judges' Assessments

## Ontario

### Composite Score

Ontario 63.0  
International 57.4



Recommended specific product(s)/service(s)/action(s).

6.3 out of 8



The opening was effective and engaging.

5.5 out of 7



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

8.5 out of 10
























# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Hospitality and Tourism Operations Research</b>				
<b>Final Case Study</b>	<b>Ontario</b>	<b>58.0 out of 60</b>		
	<b>International</b>	<b>45.1</b>		
Conclusions based on the findings		4.0 out of 4		
Costs associated with proposed strategies		4.0 out of 4		
Description and rationale of research methodologies selected to conduct the research study		6.0 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		4.0 out of 4		
Objectives and rationale of the proposed strategic plan		6.0 out of 6		
One-page description of the project		5.0 out of 5		
Overview of the business or organization's current target market		3.0 out of 3		
Process used to conduct the selected research methods		6.0 out of 6		
Professional layout, neatness, proper grammar, spelling and word usage		4.0 out of 4		
Proposed activities and timelines		5.0 out of 6		
Proposed metrics or key performance indicators to measure plan effectiveness		5.0 out of 6		
<b>Final Presentation</b>	<b>Ontario</b>	<b>35.0 out of 40</b>		
	<b>International</b>	<b>31.8</b>		
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		5.0 out of 6		
Question on the proposed plan		5.0 out of 6		
Question on the research methods		4.0 out of 6		
<b>Preliminary Case Study</b>	<b>Ontario</b>	<b>46.6 out of 60</b>		
	<b>International</b>	<b>43.8</b>		
Conclusions based on the findings		3.1 out of 4		
Costs associated with proposed strategies		3.4 out of 4		

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
Description and rationale of research methodologies selected to conduct the research study		4.8 out of 6		
Description of the business or organization		2.5 out of 3		
Description of the community (economic, geographic, demographic and socioeconomic factors)		2.6 out of 3		
Findings of the research study		3.1 out of 4		
Objectives and rationale of the proposed strategic plan		4.3 out of 6		
One-page description of the project		4.3 out of 5		
Overview of the business or organization's current target market		2.6 out of 3		
Process used to conduct the selected research methods		4.4 out of 6		
Professional layout, neatness, proper grammar, spelling and word usage		3.2 out of 4		
Proposed activities and timelines		4.4 out of 6		
Proposed metrics or key performance indicators to measure plan effectiveness		3.9 out of 6		
Preliminary Presentation	Ontario	33.4 out of 40		
	International	31.1		
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		8.1 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		5.0 out of 6		
Question on the proposed budget		4.9 out of 6		
Question on the proposed plan		4.9 out of 6		
Question on the research methods		5.2 out of 6		

# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Hospitality Services Team Decision Making</b>				
<b>Final Presentation</b>	<b>Ontario</b>	<b>75.0 out of 100</b>		
	<b>International</b>	<b>77.8</b>		
Communicate clearly and show evidence of collaboration.		4.3 out of 6		
Describe factors used by businesses to position corporate brands.		7.7 out of 10		
Describe factors used by marketers to position products/services.		7.7 out of 10		
Describe the use of technology in the promotion function.		7.3 out of 10		
Explain the concept of market and market identification.		8.0 out of 10		
Explain the concept of marketing strategies.		7.7 out of 10		
Explain the nature of corporate branding.		7.7 out of 10		
Explain the use of promotion as a marketing function.		7.3 out of 10		
Make judgments and decisions, and solve problems.		4.3 out of 6		
Overall impression and responses to the judge's questions.		4.7 out of 6		
Reason effectively and use systems thinking.		4.3 out of 6		
Show evidence of creativity.		4.0 out of 6		
<b>Preliminary Presentation</b>	<b>Ontario</b>	<b>85.3 out of 100</b>		
	<b>International</b>	<b>75.7</b>		
Apply information to accomplish a task.		8.7 out of 10		
Communicate clearly and show evidence of collaboration.		5.3 out of 6		
Describe factors that affect the business environment.		8.2 out of 10		
Describe factors used by businesses to position corporate brands.		8.3 out of 10		
Determine factors affecting business risk.		8.3 out of 10		
Distinguish between economic goods and services.		8.5 out of 10		
Explain factors affecting pricing decisions.		8.8 out of 10		
Identify factors affecting a business's profit.		8.3 out of 10		
Make judgments and decisions, and solve problems.		5.3 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.		5.0 out of 6		

# 2015 Judges' Assessments

## Ontario

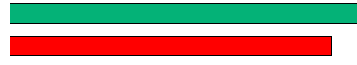
<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Hotel and Lodging Management</b>				
Final Presentation	Ontario	78.3 out of 100		
	International	76.9		
Demonstrate a customer-service mindset.		12.7 out of 16		
Describe how guest's identity is checked for access.		11.3 out of 16		
Discuss the nature of customer relationship management.		12.7 out of 16		
Explain the role of customer service as a component of selling relationships.		12.3 out of 16		
Identify company's brand promise.		12.7 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.		8.7 out of 10		
Preliminary Case Study	Ontario	92.7 out of 100		
	International	69.6		
Describe word-of-mouth channels used to communicate with targeted audiences.		13.5 out of 16		
Detail two types of marketing materials for the lodging facility.		15.0 out of 16		
Explain the nature of a promotional plan.		15.2 out of 16		
Identify communications channels used in sales promotion.		14.7 out of 16		
Identify company's unique selling proposition.		15.7 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.		9.5 out of 10		
Preliminary Presentation	Ontario	87.0 out of 100		
	International	71.2		
Describe factors used by marketers to position products/services.		13.3 out of 16		
Explain the nature of corporate branding.		14.3 out of 16		
Identify company's brand promise.		14.7 out of 16		
Identify the impact of product life cycles on marketing decisions.		13.2 out of 16		
List three advantages of a chain affiliated facility.		13.8 out of 16		
Overall impression and response to the judge's questions		8.8 out of 10		

# 2015 Judges' Assessments

## Ontario

Composite Score

Ontario 63.0  
International 57.4



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

8.8 out of 10



# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Human Resources Management</b>				
Final Presentation	Ontario	68.3 out of 100		
	International	69.9		
Conduct benefit need assessment.		11.5 out of 16		
Describe ways that businesses build positive employer-employee relationships.		10.5 out of 16		
Explain how organizations adapt to today's markets.		11.0 out of 16		
Explain the nature of benefit plans.		10.3 out of 16		
Foster positive working relationships.		9.8 out of 16		
Overall impression and response to the judge's questions		7.0 out of 10		
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		8.3 out of 10		
Preliminary Case Study	Ontario	80.3 out of 100		
	International	72.9		
Assist with establishment of work rules.		12.7 out of 16		
Choose appropriate channel for workplace communication.		12.7 out of 16		
Explain the nature of staff communication.		13.5 out of 16		
Foster positive working relationships.		12.8 out of 16		
Maintain confidentiality in dealing with personnel.		11.7 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.		8.8 out of 10		
Preliminary Presentation	Ontario	90.8 out of 100		
	International	79.0		
Describe ways that businesses build positive employer-employee relationships.		15.0 out of 16		
Develop an achievement orientation.		13.5 out of 16		
Enlist others in working toward a shared vision.		15.2 out of 16		
Foster positive working relationships.		14.5 out of 16		
Motivate team members.		14.0 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.		9.3 out of 10		

# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>	
	<b>International</b>	<b>57.4</b>	

### International Business Plan

Final Case Study	Ontario	33.5 out of 60	
	International	35.2	

Analysis of the potential location	2.5 out of 4	
Description of the country's economic system	3.0 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	2.5 out of 4	
Details of the product/service(s)	2.0 out of 4	
Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages	2.5 out of 4	
How the product/service(s) will be transported to/from the home country; documentation	1.5 out of 4	
Market segment analysis	3.0 out of 4	
One-page description of the project	2.5 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	2.5 out of 4	
Projected income and expenses	1.5 out of 4	
Proposed organization	1.5 out of 4	
Proposed pricing policies	2.0 out of 4	
Proposed promotional program	1.5 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	3.0 out of 4	

Final Presentation	Ontario	32.5 out of 40	
	International	32.6	

Opening presentation: description of the project; organization, clarity and effectiveness of the presentation	8.5 out of 9	
Overall performance, presentation technique, effective use of visual aids and participation of all	4.0 out of 5	
Planned financing, projected income and expenses	5.0 out of 7	
Question on the analysis of the international business situation	6.0 out of 7	
Question on the planned operation of the proposed business	5.5 out of 7	



# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
To what extent did the participant(s) demonstrate professional appearance, poise and confidence?		3.5 out of 5		
Preliminary Case Study	Ontario	48.5 out of 60		
	International	44.2		
Analysis of the potential location		3.5 out of 4		
Description of the country's economic system		3.1 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		3.1 out of 4		
Details of the product/service(s)		3.2 out of 4		
Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages		3.3 out of 4		
How the product/service(s) will be transported to/from the home country; documentation		3.4 out of 4		
Market segment analysis		3.2 out of 4		
One-page description of the project		3.0 out of 4		
Professional layout, neatness, proper grammar, spelling and word usage		3.6 out of 4		
Projected income and expenses		3.6 out of 4		
Proposed organization		3.0 out of 4		
Proposed pricing policies		2.9 out of 4		
Proposed promotional program		3.4 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		3.2 out of 4		
Preliminary Presentation	Ontario	36.3 out of 40		
	International	30.6		
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		8.4 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		5.7 out of 7		
Question on the analysis of the international business situation		6.3 out of 7		
Question on the planned operation of the proposed business		6.1 out of 7		






























# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
To what extent did the participant(s) demonstrate professional appearance, poise and confidence?		5.0 out of	5	
<b>Learn and Earn Project</b>				
Preliminary Case Study	Ontario	47.9 out of	60	
	International	47.0		
Earning outcomes		3.2 out of	4	
General project implementation		3.2 out of	4	
Learning outcomes		3.1 out of	4	
Market segment analysis		3.0 out of	4	
One-page description of the project		3.1 out of	4	
Plans for improving the learning and earning outcomes of the project		3.6 out of	4	
Professional layout, neatness, proper grammar, spelling and word usage		3.5 out of	4	
Projected operating budget		2.9 out of	4	
Proposed marketing strategies: pricing and promotional activity(ies)		2.8 out of	4	
Proposed organization		3.1 out of	4	
Proposed product/service		3.2 out of	4	
Rationale for the projected budget		3.4 out of	4	
Recommendations for future projects		3.4 out of	4	
Trading area analysis		2.8 out of	4	
Type of project, product and/or service description, sources of information		3.6 out of	4	
Preliminary Presentation	Ontario	30.5 out of	40	
	International	30.8		
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		5.9 out of	8	
Overall performance, presentation technique, effective use of visual aids and participation of all		3.4 out of	4	
Question on the analysis of the business situation		5.7 out of	8	
Question on the outcomes		6.4 out of	8	
Question on the planned operation of the proposed project		5.9 out of	8	
To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?		3.1 out of	4	

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Marketing Communications Team Decision Making</b>				
Final Presentation	Ontario	73.5 out of 100		
	International	79.0		
Adapt communication to the cultural and social differences among clients.		6.0 out of 10		
Communicate clearly and show evidence of collaboration.		4.5 out of 6		
Coordinate activities in the promotional mix.		8.0 out of 10		
Describe factors used by marketers to position products/services.		7.0 out of 10		
Describe the use of technology in the promotion function.		6.5 out of 10		
Explain communications channels used in public-relations activities.		7.5 out of 10		
Explain key factors in building a clientele.		8.5 out of 10		
Explain the nature of a promotional plan.		8.0 out of 10		
Make judgments and decisions, and solve problems.		4.0 out of 6		
Overall impression and responses to the judge's questions.		4.5 out of 6		
Reason effectively and use systems thinking.		4.0 out of 6		
Show evidence of creativity.		5.0 out of 6		
Preliminary Presentation	Ontario	84.7 out of 100		
	International	75.3		
Communicate clearly and show evidence of collaboration.		5.7 out of 6		
Describe factors used by businesses to position corporate brands.		8.0 out of 10		
Describe word-of-mouth channels used to communicate with targeted audiences.		8.2 out of 10		
Employ communications styles appropriate to target audience.		9.0 out of 10		
Explain business ethics in product/service management.		7.7 out of 10		
Explain the nature of effective communications.		9.3 out of 10		
Explain the nature of the product/service management function.		8.7 out of 10		
Identify the importance of product life cycles on marketing decisions.		8.3 out of 10		
Make judgments and decisions, and solve problems.		4.8 out of 6		
Overall impression and responses to the judge's questions.		5.0 out of 6		
Reason effectively and use systems thinking.		4.8 out of 6		

# 2015 Judges' Assessments

## Ontario

Composite Score

Ontario 63.0  
International 57.4



Show evidence of creativity.

5.2 out of 6



















# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Marketing Management</b>				
Final Presentation	Ontario	73.0 out of 100		
	International	73.4		
Analyze the impact of technology on marketing.		11.5 out of 16		
Determine economic utilities created by business activities.		11.0 out of 16		
Explain key factors in building a clientele.		13.5 out of 16		
Explain the concept of competition.		9.5 out of 16		
Identify factors affecting a business's profit.		10.5 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.		8.0 out of 10		
Preliminary Case Study	Ontario	80.6 out of 100		
	International	75.9		
Communicate core values of product/service.		12.1 out of 16		
Explain customer/client/business buying behavior.		13.4 out of 16		
Explain the concept of marketing strategies.		12.7 out of 16		
Identify company's unique selling proposition.		12.7 out of 16		
Identify internal and external service standards.		12.6 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.		8.7 out of 10		
Preliminary Presentation	Ontario	82.7 out of 100		
	International	76.8		
Analyze the impact of technology on marketing.		13.3 out of 16		
Develop an achievement orientation.		13.6 out of 16		
Enlist others in working toward a shared vision.		14.0 out of 16		
Motivate team members.		13.1 out of 16		
Overall impression and response to the judge's questions		8.1 out of 10		
Participate as a team member.		12.9 out of 16		
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		7.7 out of 10		

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Personal Financial Literacy</b>				
Final Presentation	Ontario	57.2 out of 100		
	International	65.3		
Analyze how economic, social-cultural and political conditions can affect income.		13.8 out of 22		
Describe factors affecting take-home pay.		10.6 out of 22		
Explain the effect of inflation on income.		13.0 out of 22		
Overall impression and responses to the judge's questions.		10.2 out of 17		
Reason effectively and use systems thinking.		9.6 out of 17		
Preliminary Presentation	Ontario	89.0 out of 100		
	International	76.2		
Analyze how economic, social-cultural and political conditions can affect income.		19.6 out of 22		
Describe factors affecting take-home pay.		18.9 out of 22		
Explain the effect of inflation on income.		19.6 out of 22		
Overall impression and responses to the judge's questions.		15.0 out of 17		
Reason effectively and use systems thinking.		16.0 out of 17		

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Principles of Business Management and Administration</b>				
Final Presentation	Ontario	87.8 out of 100		
	International	83.9		
Describe marketing functions and related activities.		17.0 out of 20		
Discuss actions employees can take to achieve the company's desired results.		17.3 out of 20		
Explain customer/client/business buying behavior.		17.8 out of 20		
Explain marketing and its importance in a global environment.		17.5 out of 20		
Overall impression and responses to the judge's questions		18.3 out of 20		
Preliminary Presentation	Ontario	85.4 out of 100		
	International	78.8		
Explain possible advancement patterns for jobs.		16.1 out of 20		
Explain the need for innovation skills.		17.0 out of 20		
Explain the need for ongoing education as a worker.		17.1 out of 20		
Identify skills needed to enhance career progression.		17.7 out of 20		
Overall impression and responses to the judge's questions		17.4 out of 20		

# 2015 Judges' Assessments

















## Ontario

Category	Ontario	International	Score	Target	Visual
<b>Composite Score</b>	<b>Ontario</b>	<b>International</b>	<b>63.0</b>	<b>57.4</b>	
<b>Principles of Finance</b>					
Final Presentation	Ontario	International	66.0 out of 100	75.9	
Describe factors that affect the business environment.			13.3 out of 20		
Determine factors affecting business risk.			13.3 out of 20		
Explain how organizations adapt to today's markets.			13.5 out of 20		
Identify factors affecting a business's profit.			13.0 out of 20		
Overall impression and responses to the judge's questions			13.0 out of 20		
Preliminary Presentation	Ontario	International	91.8 out of 100	71.7	
Describe the need for financial information.			18.0 out of 20		
Describe types of financial-services providers.			18.8 out of 20		
Discuss considerations in selecting a financial-services provider.			18.7 out of 20		
Explain the nature of financial needs.			18.7 out of 20		
Overall impression and responses to the judge's questions			17.7 out of 20		



# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Principles of Hospitality and Tourism</b>				
Final Presentation	Ontario	79.0 out of 100		
	International	73.0		
Explain employee's role in expense control.		14.8 out of 20		
Explain the nature of operations.		15.0 out of 20		
Explain the nature of overhead/operating costs.		15.4 out of 20		
Identify routine activities for maintaining business facilities and equipment.		16.0 out of 20		
Overall impression and responses to the judge's questions		17.8 out of 20		
Preliminary Presentation	Ontario	91.5 out of 100		
	International	74.3		
Analyze employer expectations in the business environment.		18.3 out of 20		
Explain possible career advancement pattern for jobs.		17.6 out of 20		
Identify skills needed to enhance career progression.		18.9 out of 20		
Identify tentative occupational interest.		17.8 out of 20		
Overall impression and responses to the judge's questions		19.0 out of 20		

# 2015 Judges' Assessments

## Ontario

Category	Ontario	International	Score	Target	Visual
<b>Composite Score</b>	<b>Ontario</b>	<b>International</b>	<b>63.0</b>	<b>57.4</b>	
<b>Principles of Marketing</b>					
Final Presentation	Ontario	International	72.5 out of 100	74.5	
Demonstrate a customer-service mindset.			15.5 out of 20		
Determine ways of reinforcing the company's image through employee performance.			14.5 out of 20		
Discuss the nature of customer relationship management.			14.0 out of 20		
Explain the nature of positive customer relations.			14.3 out of 20		
Overall impression and responses to the judge's questions			14.3 out of 20		
Preliminary Presentation	Ontario	International	90.8 out of 100	72.5	
Describe factors that affect the business environment.			18.3 out of 20		
Explain the concept of competition.			18.2 out of 20		
Explain the principles of supply and demand.			18.7 out of 20		
Identify factors affecting a business's profit.			18.5 out of 20		
Overall impression and responses to the judge's questions			17.2 out of 20		

# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Professional Selling Event</b>				
<b>Final Presentation</b>	<b>Ontario</b>	<b>81.3 out of 95</b>		
	<b>International</b>	<b>76.6</b>		
Communicated understanding of customer/client needs.		7.3 out of 8		
Demonstrated or explained product(s)/service(s).		7.3 out of 8		
Effectively answered customer/client questions and concerns.		7.7 out of 8		
Effectively closed the sale or ended the consultation.		7.0 out of 10		
Established relationship with client/customer.		6.3 out of 8		
Facilitated customer/client buying decisions.		5.7 out of 8		
Overall general impression.		4.7 out of 5		
Prescribed solution to customer/client needs.		6.3 out of 8		
Properly stated features and benefits of products/services/actions.		7.0 out of 7		
Recommended specific product(s)/service(s)/action(s).		7.0 out of 8		
The opening was effective and engaging.		6.0 out of 7		
The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation.		9.0 out of 10		
<b>Preliminary Presentation</b>	<b>Ontario</b>	<b>84.4 out of 100</b>		
	<b>International</b>	<b>75.9</b>		
Communicated understanding of customer/client needs.		6.7 out of 8		
Demonstrated or explained product(s)/service(s).		6.9 out of 8		
Effectively answered customer/client questions and concerns.		7.1 out of 8		
Effectively closed the sale or ended the consultation.		7.3 out of 10		
Established relationship with client/customer.		6.0 out of 8		
Facilitated customer/client buying decisions.		5.7 out of 8		
Overall general impression.		4.7 out of 5		
Prescribed solution to customer/client needs.		6.9 out of 8		
Professional appearance, poise and confidence.		4.9 out of 5		
Properly stated features and benefits of products/services/actions.		6.6 out of 7		
Recommended specific product(s)/service(s)/action(s).		6.4 out of 8		

# 2015 Judges' Assessments

## Ontario

### Composite Score

Ontario 63.0  
International 57.4



The opening was effective and engaging.

6.1 out of 7















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

9.1 out of 10





















# 2015 Judges' Assessments

## Ontario

Category	Ontario	International	Score	Max	Visual
<b>Composite Score</b>	<b>Ontario</b>	<b>International</b>	<b>63.0</b>		
			<b>57.4</b>		
<b>Public Relations Project</b>					
<b>Final Case Study</b>	<b>Ontario</b>	<b>International</b>	<b>49.0 out of</b>	<b>60</b>	
			<b>45.3</b>		
Description of the campaign and documentation			4.0 out of	5	
Description of the target population			4.0 out of	5	
Estimated impact on the target population			4.0 out of	5	
Evaluation of the process			4.0 out of	5	
Local print and broadcast media available			3.0 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)			3.0 out of	4	
Professional layout, neatness, proper grammar, spelling and word usage			4.0 out of	4	
Rationale for selecting the issue			4.0 out of	5	
Rationale for the media mix			4.0 out of	5	
Recommendations for future campaigns			4.0 out of	5	
Statement and description of the issue to be addressed			4.0 out of	5	
<b>Final Presentation</b>	<b>Ontario</b>	<b>International</b>	<b>33.0 out of</b>	<b>40</b>	
			<b>33.5</b>		
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation			7.0 out of	8	
Overall performance, presentation technique, effective use of visual aids and participation of all			4.0 out of	4	
Question on evaluation and recommendation			6.0 out of	8	
Question on organization and implementation			6.0 out of	8	
Question on the rationale for selecting the campaign problem or issue			6.0 out of	8	
To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?			4.0 out of	4	
<b>Preliminary Case Study</b>	<b>Ontario</b>	<b>International</b>	<b>45.5 out of</b>	<b>60</b>	
			<b>46.5</b>		
Description of the campaign and documentation			4.2 out of	5	
Description of the target population			3.5 out of	5	
Estimated impact on the target population			3.4 out of	5	
Evaluation of the process			3.6 out of	5	
Local print and broadcast media available			2.6 out of	4	

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
One-page description of the project		3.0 out of 4		
Organizational chart/job descriptions		3.2 out of 4		
Other possible promotional activity(ies)		3.2 out of 4		
Professional layout, neatness, proper grammar, spelling and word usage		3.1 out of 4		
Rationale for selecting the issue		4.3 out of 5		
Rationale for the media mix		3.8 out of 5		
Recommendations for future campaigns		3.8 out of 5		
Statement and description of the issue to be addressed		3.7 out of 5		
Preliminary Presentation	Ontario	34.4 out of 40		
	International	33.2		
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		6.8 out of 8		
Overall performance, presentation technique, effective use of visual aids and participation of all		3.8 out of 4		
Question on evaluation and recommendation		6.7 out of 8		
Question on organization and implementation		6.5 out of 8		
Question on the rationale for selecting the campaign problem or issue		6.7 out of 8		
To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?		3.8 out of 4		

# 2015 Judges' Assessments

## Ontario

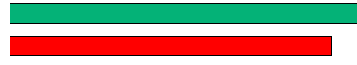
<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Quick Serve Restaurant Management</b>				
Final Presentation	Ontario	80.2 out of 100		
	International	63.5		
Describe the role of business ethics in pricing.		12.4 out of 16		
Determine menu pricing.		13.2 out of 16		
Explain customer/client/business buying behavior.		13.4 out of 16		
Explain factors affecting pricing decisions.		13.2 out of 16		
Explain the use of technology in the pricing function.		12.0 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.		8.0 out of 10		
Preliminary Case Study	Ontario	92.7 out of 100		
	International	79.6		
Analyze employer expectations in the business environment.		15.3 out of 16		
Demonstrate systematic behavior.		14.7 out of 16		
Determine ways of reinforcing the company's image through employee performance.		14.5 out of 16		
Explain the rights of workers.		14.3 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.		9.5 out of 10		
Relate appropriate response to legal/ethical infractions in the workplace.		15.3 out of 16		
Preliminary Presentation	Ontario	92.5 out of 100		
	International	76.0		
Create methods to market materials.		15.5 out of 16		
Discuss motivational theories that impact buying behavior.		14.7 out of 16		
Discuss the nature of customer relationship management.		15.2 out of 16		
Explain key factors in building a clientele.		14.2 out of 16		
Explain the role of customer service as a component of selling relationships.		15.2 out of 16		
Overall impression and response to the judge's questions		8.7 out of 10		

# 2015 Judges' Assessments

## Ontario

Composite Score

Ontario 63.0  
International 57.4



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






























9.2 out of 10





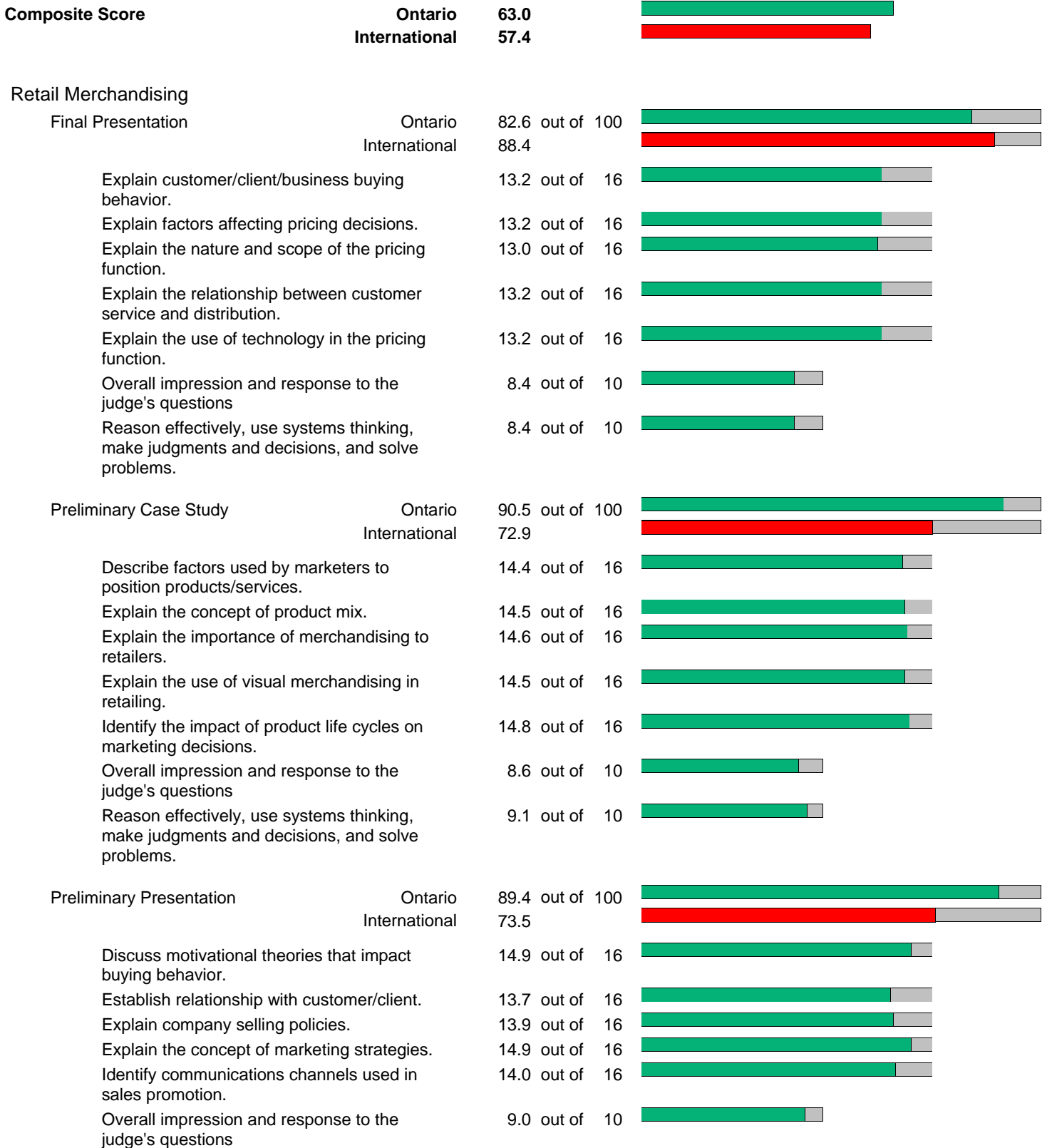
# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Restaurant and Food Service Management</b>				
Final Presentation	Ontario	81.4 out of 100		
	International	76.1		
Develop project plan.		14.2 out of 16		
Explain employee's role in expense control.		13.8 out of 16		
Identify factors affecting a business's profit.		12.6 out of 16		
Identify resources needed for project.		13.0 out of 16		
Outline steps to remedy specific problems.		12.0 out of 16		
Overall impression and response to the judge's questions		7.4 out of 10		
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		8.4 out of 10		
Preliminary Case Study	Ontario	84.9 out of 100		
	International	68.3		
Demonstrate awareness of capabilities and limitations of the operation.		12.9 out of 16		
Explain business ethics in product/service management.		13.9 out of 16		
Explain how organizations adapt to today's markets.		13.1 out of 16		
Explain the principles of supply and demand.		13.9 out of 16		
Identify factors affecting a business's profit.		13.4 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.		8.8 out of 10		
Preliminary Presentation	Ontario	87.5 out of 100		
	International	69.3		
Create methods to market materials.		13.4 out of 16		
Explain the concept of market and market identification.		14.0 out of 16		
Explain the concept of marketing strategies.		14.3 out of 16		
Explain the nature of a marketing plan.		14.4 out of 16		
Identify company's unique selling proposition.		13.9 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.		8.6 out of 10		

# 2015 Judges' Assessments

## Ontario























# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		9.1 out of 10		
<b>SMG Investment Institute</b>				
Preliminary Presentation	Ontario	88.6 out of 100		
	International	74.2		
All members of the team participating in the oral presentation contributed equally.		5.0 out of 6		
Participants answered the judge's questions knowledgeably and professionally.		5.3 out of 6		
The oral presentation proceeds in a logical, organized manner and is appropriate to the investment industry.		4.5 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.		12.2 out of 14		
The stock portfolio exhibits diversity across sectors of the economy.		5.1 out of 6		
The written and oral presentations demonstrate an understanding of investment objectives.		12.7 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.		12.5 out of 13		
The written and oral presentations explain the effectiveness of the strategy.		12.2 out of 13		
The written entry and oral presentations show evidence of a realistic knowledge of investment trends and financial markets.		5.7 out of 6		
The written entry exhibited neatness, proper grammar and spelling.		3.7 out of 4		
The written plan shows creativity in design and execution.		4.2 out of 6		









# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Sports &amp; Entertainment Promotion Plan</b>				
Final Presentation	Ontario	84.0 out of 100		
	International	86.4		
Participant overcame objections by answering the judge's questions.		13.0 out of 14		
Professional layout, neatness, proper grammar, spelling and word usage.		6.0 out of 7		
The budget is realistic for the promotion plan based on the size and location of the company/organization.		6.0 out of 7		
The oral presentation and the written plan are logical, complete and workable for the particular situation.		13.0 out of 16		
The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques.		6.0 out of 7		
The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training.		12.0 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 sports and entertainment promotion plan?		12.0 out of 14		
The responsibility sheet is compatible with the size and location of the company/organization described.		5.0 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 sports and entertainment promotion trends.		6.0 out of 7		
Preliminary Presentation	Ontario	67.8 out of 100		
	International	74.0		
Participant overcame objections by answering the judge's questions.		10.4 out of 14		
Professional layout, neatness, proper grammar, spelling and word usage.		5.1 out of 7		
The budget is realistic for the promotion plan based on the size and location of the company/organization.		4.5 out of 7		
The oral presentation and the written plan are logical, complete and workable for the particular situation.		9.9 out of 16		

# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0	
	International	57.4	
The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques.		5.4 out of 7	
The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training.		9.2 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?		9.2 out of 14	
The responsibility sheet is compatible with the size and location of the company/organization described.		4.4 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 sports and entertainment promotion trends.		4.7 out of 7	

# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		
<b>Sports and Entertainment Marketing</b>				
Final Presentation	Ontario	74.5 out of 100		
	International	76.7		
Analyze the importance of technology in marketing.		12.5 out of 16		
Demonstrate connections between company actions and results.		11.2 out of 16		
Describe ethical considerations in channel management.		12.3 out of 16		
Describe marketing functions and related activities.		12.3 out of 16		
Identify internal and external service standards.		11.5 out of 16		
Overall impression and response to the judge's questions		7.5 out of 10		
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		7.2 out of 10		
Preliminary Case Study	Ontario	92.0 out of 100		
	International	79.6		
Coordinate activities in the promotional mix.		15.0 out of 16		
Explain the concept of marketing strategies.		14.9 out of 16		
Explain the nature of a promotional plan.		15.1 out of 16		
Identify communications channels used in sales promotion.		14.6 out of 16		
Identify product's/service's competitive advantage.		14.3 out of 16		
Overall impression and response to the judge's questions		9.1 out of 10		
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		9.0 out of 10		
Preliminary Presentation	Ontario	92.8 out of 100		
	International	80.7		
Explain factors affecting pricing decisions.		14.4 out of 16		
Explain the concept of market and market identification.		14.6 out of 16		
Explain the concept of marketing strategies.		15.0 out of 16		
Explain the nature of marketing plans.		14.9 out of 16		
Identify product's/service's competitive advantage.		14.9 out of 16		
Overall impression and response to the judge's questions		9.4 out of 10		

# 2015 Judges' Assessments

## Ontario

Composite Score

Ontario 63.0  
International 57.4



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

9.6 out of 10



# 2015 Judges' Assessments

## Ontario

<b>Composite Score</b>	<b>Ontario</b>	<b>63.0</b>		
	<b>International</b>	<b>57.4</b>		

### Sports and Entertainment Marketing Operations Research

<b>Final Case Study</b>	<b>Ontario</b>	<b>47.0 out of 60</b>		
	<b>International</b>	<b>46.9</b>		

Conclusions based on the findings	3.0 out of 4	
Costs associated with proposed strategies	4.0 out of 4	
Description and rationale of research methodologies selected to conduct the research study	5.0 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	3.0 out of 4	
Objectives and rationale of the proposed strategic plan	4.0 out of 6	
One-page description of the project	4.0 out of 5	
Overview of the business or organization's current target market	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	3.0 out of 4	
Proposed activities and timelines	5.0 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	5.0 out of 6	

<b>Final Presentation</b>	<b>Ontario</b>	<b>29.0 out of 40</b>		
	<b>International</b>	<b>30.9</b>		

Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	7.0 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	5.0 out of 6	
Question on the proposed budget	4.0 out of 6	
Question on the proposed plan	4.0 out of 6	
Question on the research methods	4.0 out of 6	






















<b>Preliminary Case Study</b>	<b>Ontario</b>	<b>44.1 out of 60</b>		
	<b>International</b>	<b>43.3</b>		

Conclusions based on the findings	2.7 out of 4	
Costs associated with proposed strategies	3.3 out of 4	



# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
Description and rationale of research methodologies selected to conduct the research study		4.0 out of 6		
Description of the business or organization		2.5 out of 3		
Description of the community (economic, geographic, demographic and socioeconomic factors)		2.4 out of 3		
Findings of the research study		3.0 out of 4		
Objectives and rationale of the proposed strategic plan		4.4 out of 6		
One-page description of the project		4.0 out of 5		
Overview of the business or organization's current target market		2.4 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		4.6 out of 6		
Proposed metrics or key performance indicators to measure plan effectiveness		3.6 out of 6		
Preliminary Presentation	Ontario	34.5 out of 40		
	International	31.3		
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		8.5 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		5.2 out of 6		
Question on the proposed budget		5.4 out of 6		
Question on the proposed plan		5.3 out of 6		
Question on the research methods		4.8 out of 6		

# 2015 Judges' Assessments

## Ontario

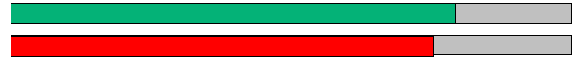
### Composite Score

Ontario 63.0  
International 57.4

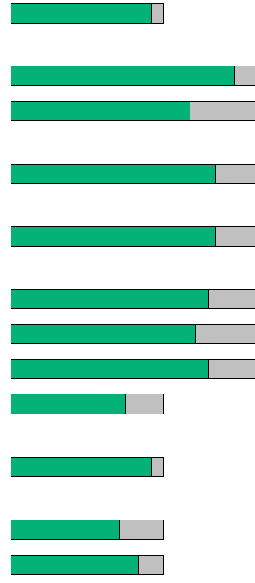


### Sports and Entertainment Marketing Team Decision Making

Final Presentation Ontario 79.3 out of 100  
International 75.4



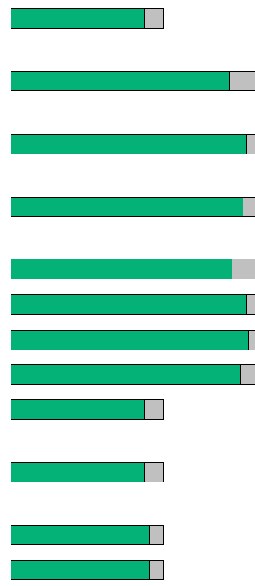
Communicate clearly and show evidence of collaboration.	5.5 out of 6
Coordinate activities in the promotional mix.	8.8 out of 10
Describe factors used by businesses to position corporate brands.	7.0 out of 10
Describe the use of technology in the promotion function.	8.0 out of 10
Discuss the global environment in which businesses operate.	8.0 out of 10
Explain the nature of a promotional plan.	7.8 out of 10
Explain the nature of corporate branding.	7.3 out of 10
Explain the types of promotion.	7.8 out of 10
Make judgments and decisions, and solve problems.	4.5 out of 6
Overall impression and responses to the judge's questions.	5.5 out of 6
Reason effectively and use systems thinking.	4.3 out of 6
Show evidence of creativity.	5.0 out of 6



Preliminary Presentation Ontario 89.7 out of 100  
International 76.6































Communicate clearly and show evidence of collaboration.	5.2 out of 6
Demonstrate connections between company actions and results.	8.6 out of 10
Describe marketing functions and related activities.	9.2 out of 10
Explain customer/client/business buying behavior.	9.1 out of 10
Explain key factors in building a clientele.	8.7 out of 10
Explain the concept of marketing strategies.	9.2 out of 10
Explain the nature of marketing plans.	9.3 out of 10
Identify company's unique selling proposition.	9.0 out of 10
Make judgments and decisions, and solve problems.	5.2 out of 6
Overall impression and responses to the judge's questions.	5.2 out of 6
Reason effectively and use systems thinking.	5.4 out of 6
Show evidence of creativity.	5.4 out of 6



# 2015 Judges' Assessments

## Ontario

Composite Score	Ontario	63.0		
	International	57.4		
<b>Travel and Tourism Team Decision Making</b>				
Final Presentation	Ontario	66.5 out of 100		
	International	69.5		
Communicate clearly and show evidence of collaboration.		4.0 out of 6		
Discuss motivational theories that impact buying behavior.		6.5 out of 10		
Explain key factors in building a clientele.		6.5 out of 10		
Explain the concept of market and market identification.		7.0 out of 10		
Explain the concept of marketing strategies.		7.0 out of 10		
Explain the nature of marketing plans.		7.0 out of 10		
Explain the role of situation analysis in the marketing planning process.		7.0 out of 10		
Identify communications channels used in sales promotion.		7.0 out of 10		
Make judgments and decisions, and solve problems.		3.5 out of 6		
Overall impression and responses to the judge's questions.		3.5 out of 6		
Reason effectively and use systems thinking.		4.0 out of 6		
Show evidence of creativity.		3.5 out of 6		
Preliminary Presentation	Ontario	81.8 out of 100		
	International	72.9		
Communicate clearly and show evidence of collaboration.		5.0 out of 6		
Describe the functions of prices in markets.		8.0 out of 10		
Describe the role of business ethics in pricing.		8.3 out of 10		
Explain company selling policies.		8.2 out of 10		
Explain factors affecting pricing decisions.		8.3 out of 10		
Explain the concept of competition.		8.0 out of 10		
Explain the nature and scope of the pricing function.		8.8 out of 10		
Explain the use of technology in the pricing function.		7.5 out of 10		
Make judgments and decisions, and solve problems.		5.0 out of 6		
Overall impression and responses to the judge's questions.		4.7 out of 6		
Reason effectively and use systems thinking.		5.0 out of 6		
Show evidence of creativity.		5.0 out of 6		