

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

PERFORMANCE ANALYSIS

Exam performance feedback is organized by instructional area (i.e. economics, emotional intelligence, market plan).

Exam					
Marketing Cluster Exam					
Normalized Score: 83.0 Component Percentile: 72.8%	Raw Score	Exam %tile	IL %tile	ICDC %tile	low mid high
Business Law	100.0	84.97 %	75.0%	84.0%	■■■■
Communication Skills	66.7	31.28 %	12.5%	12.7%	■■■
Customer Relations	100.0	84.97 %	50.0%	59.9%	■■■■
Economics	75.0	42.31 %	87.5%	93.9%	■■■■■
Emotional Intelligence	66.7	31.28 %	12.5%	6.3%	■■■
Financial Analysis	100.0	84.97 %	87.5%	92.3%	■■■■
Operations	100.0	84.97 %	75.0%	88.7%	■■■■
Marketing	100.0	84.97 %	50.0%	54.7%	■■■■
Information Management	100.0	84.97 %	87.5%	79.1%	■■■■
Professional Development	80.0	52.3 %	50.0%	56.1%	■■■■■
Channel Management	85.7	62.02 %	25.0%	46.7%	■■■■■
Marketing-Information Management	68.8	34.04 %	62.5%	49.3%	■■■■■
Market Planning	80.0	52.3 %	75.0%	57.5%	■■■■■
Pricing	50.0	18.72 %	25.0%	12.2%	■■■
Product/Service Management	100.0	84.97 %	87.5%	92.5%	■■■■
Promotion	84.6	60.52 %	37.5%	41.1%	■■■■■
Selling	87.5	65.54 %	62.5%	71.1%	■■■■■

Role-Play 1					
Promotion					
Normalized Score: 95.9 Component Percentile: 93.9%	Met Prof	ICDC %tile	NV	BE	ME EE
1. Explain types of advertising media.	✓	95.1%	■■■	■■■	■■■
2. Explain the components of advertisements.	✓	91.3%	■■■	■■■	■■■
3. Explain the importance of coordinating elements in advertisements.	✓	86.4%	■■■	■■■	■■■
4. Explain the concept of marketing strategies.	✓	81.5%	■■■	■■■	■■■
5. Identify components of a retail image.	✓	96.2%	■■■	■■■	■■■
6. Reason effectively and use systems thinking.	✓	81.5%	■■■	■■■	■■■
7. Make judgments and decisions, and solve problems.	✓	83.1%	■■■	■■■	■■■
8. Communicate clearly.	✓	84.7%	■■■	■■■	■■■
9. Show evidence of creativity.	✓	95.8%	■■■	■■■	■■■
10. Overall impression and responses to the judge's questions.	✓	80.3%	■■■	■■■	■■■

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

Role-Play 2					
Channel Management					
Normalized Score: 95.3 Component Percentile: 91.8%	Met Prof	ICDC %tile	NV	BE	ME EE
1. Explain the nature of channels of distribution.	✓	85.5%	■■■	■■■	■■■
2. Explain the nature of channel-member relationships.	✓	84.3%	■■■	■■■	■■■
3. Coordinate channel management with other marketing activities.	✓	90.4%	■■■	■■■	■■■
4. Explain the relationship between customer service and distribution.	✓	90.4%	■■■	■■■	■■■
5. Explain the nature of corporate branding.	✓	91.3%	■■■	■■■	■■■
6. Reason effectively and use systems thinking.	✓	75.8%	■■■	■■■	■■■
7. Make judgments and decisions, and solve problems.	✓	86.4%	■■■	■■■	■■■
8. Communicate clearly.	✓	69.3%	■■■	■■■	■■■
9. Show evidence of creativity.	✓	84.0%	■■■	■■■	■■■
10. Overall impression and responses to the judge's questions.	✓	84.3%	■■■	■■■	■■■

Final Role-Play					
Customer Relations					
Normalized Score: 90.0 Component Percentile: 52.4%	Met Prof	ICDC %tile	NV	BE	ME EE
1. Discuss the nature of customer relationship management.	✓	42.9%	■■■	■■■	■■■
2. Build and maintain relationships with customers.	✓	57.1%	■■■	■■■	■■■
3. Identify company's brand image.	✓	83.3%	■■■	■■■	■■■
4. Explain the use of brand names in selling.	✓	26.2%	■■■	■■■	■■■
5. Describe factors used by businesses to position corporate brands.	✓	81.0%	■■■	■■■	■■■
6. Reason effectively and use systems thinking.	✓	45.2%	■■■	■■■	■■■
7. Make judgments and decisions, and solve problems.	✓	81.0%	■■■	■■■	■■■
8. Communicate clearly.	✓	16.7%	■■■	■■■	■■■
9. Show evidence of creativity.	✓	35.7%	■■■	■■■	■■■
10. Overall impression and responses to the judge's questions.	✓	50.0%	■■■	■■■	■■■

KEY
Component Percentile - Performance against all participants within the competitive event component
Raw Score - Performance crosswalked to respective category
Exam %tile - Exam Percentile: Performance against all participants within cluster exam
XX %tile - Association Percentile: Performance against participants from your association within cluster exam
ICDC %tile - ICDC Percentile: Performance against all participants within category or performance indicator
Met Prof - Meets Proficiencies: Possesses knowledge and skill to be employed at an entry-level position
NED - Not enough data
NV - No value
BE - Below expectations
ME - Meets expectations
EE - Exceeds expectations
All data is based on normalized scores. Normalization is a statistical process allowing for the comparison of different datasets (sections) in a way that eliminates the effects of different variables (judges). Scores are reported as if participants were all evaluated by the same judge, when in fact they were not.

Descriptions of the header elements used in the component performance analysis.