



























Judge Assessment

Illinois

Region: IL

Fri Jul 01 2016 12:22 PM

Accounting Applications Series

Composite Score	Illinois	71.71 out of 100	
	International	67.63 out of 100	
Final Role-Play	Illinois	61.00 out of 100	
	International	67.64 out of 100	
Maintain job order cost sheets.		9.00 out of 16	
Calculate the cost of goods sold.		12.00 out of 16	
Apply cost accounting techniques.		8.00 out of 16	
Discuss cost accounting systems (e.g., job order costing, process costing, activity-based costing, project costing, etc.).		8.00 out of 16	
Describe common management accounting performance measures (e.g., balanced scorecard, return on investment (ROI), customer profitability analysis, etc.).		8.00 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		7.00 out of 10	
Overall impression and response to the judge's questions		9.00 out of 10	
Role Play 1	Illinois	75.33 out of 100	
	International	74.30 out of 100	
Explain the nature of accounts receivable.		12.67 out of 16	
Explain the purposes and importance of credit.		12.33 out of 16	
Explain legal responsibilities associated with financial exchanges.		11.33 out of 16	
Validate credit history.		12.00 out of 16	
Monitor internal records for business information.		11.67 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		7.33 out of 10	
Overall impression and response to the judge's questions		8.00 out of 10	
Role Play 2	Illinois	71.67 out of 100	
	International	60.90 out of 100	
Explain the nature of special journals.		12.33 out of 16	
Journalize business transactions.		10.67 out of 16	
Post journal entries to general ledger accounts.		10.67 out of 16	
Organize information.		11.67 out of 16	

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Accounting Applications Series, continued

Maintain financial records.	11.33 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.	7.33 out of 10	
Overall impression and response to the judge's questions	7.67 out of 10	

Advertising Campaign Event

Composite Score	Illinois	84.00 out of 100	
	International	82.26 out of 100	

Role Play 2	Illinois	84.00 out of 100	
	International	82.06 out of 100	

The oral presentation clearly expands and develops the objectives as written in the fact sheets 12.88 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. 6.38 out of 8

The media selection is realistic and properly defined in terms of reach, frequency and continuity 7.13 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. 6.75 out of 8

The advertising scheduled shows continuity and logical order 6.38 out of 8

The campaign has a realistic length and promotions are scheduled properly in relation to the stated target markets. 6.38 out of 8

The campaign stresses product and/or service benefits that appeal to the target markets described. 6.63 out of 8

Anticipated sales are given and are realistic in terms of length and budget of the campaign. Mentions how the results will be evaluated. 6.75 out of 8

The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original. 6.25 out of 7

The written and oral presentations show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner. 6.13 out of 7

The campaign shows real creativity and uses a unique and effective approach. 5.63 out of 7

Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage. 3.38 out of 4

Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present. 3.38 out of 4

Apparel and Accessories Marketing Series

Composite Score	Illinois	79.88 out of 100	
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Apparel and Accessories Marketing Series, continued

	International	73.52 out of 100	
Role Play 1	Illinois	76.25 out of 100	
	International	71.37 out of 100	
Explain the nature and scope of channel management.		13.50 out of 16	
Explain the nature of channels of distribution.		12.00 out of 16	
Explain the relationship between customer service and channel management.		11.50 out of 16	
Explain the use of brand names in selling.		12.25 out of 16	
Describe factors used by marketers to position products/services.		12.00 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		7.25 out of 10	
Overall impression and response to the judge's questions		7.75 out of 10	
Role Play 2	Illinois	83.50 out of 100	
	International	73.07 out of 100	
Explain the role of customer service as a component of selling relationships.		13.25 out of 16	
Describe the use of technology in the selling function.		14.00 out of 16	
Explain the selling process.		14.00 out of 16	
Monitor on-floor selling activities.		13.50 out of 16	
Demonstrate a customer-service mindset.		13.50 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		7.75 out of 10	
Overall impression and response to the judge's questions		7.50 out of 10	

Automotive Services Marketing Series

Composite Score	Illinois	73.50 out of 100	
	International	77.51 out of 100	
Role Play 1	Illinois	73.50 out of 100	
	International	73.54 out of 100	
Identify product's/service's competitive advantage.		11.50 out of 16	

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Illinois

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Automotive Services Marketing Series, continued

Explain the nature of marketing plans.	11.25 out of 16	
Explain the concept of market and market identification.	12.00 out of 16	
Explain the concept of marketing strategies.	12.00 out of 16	
Explain the role of customer service as a component of selling relationships.	11.50 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.	7.25 out of 10	
Overall impression and response to the judge's questions	8.00 out of 10	

Role Play 2

Illinois

73.50 out of 100



International

81.42 out of 100



Discuss motivational theories that impact buying behavior.	10.50 out of 16	
Explain the role of customer service as a component of selling relationships.	11.50 out of 16	
Explain key factors in building clientele.	12.00 out of 16	
Identify product's/service's competitive advantage.	11.50 out of 16	
Explain the types of promotion.	12.00 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.	7.75 out of 10	
Overall impression and response to the judge's questions	8.25 out of 10	

Business Finance Series

Composite Score

Illinois

80.33 out of 100



International

74.29 out of 100



Final Role-Play

Illinois

77.00 out of 100



International

72.14 out of 100



Discuss the nature of corporate bonds.	13.00 out of 16	
Calculate bond related values (current yield).	15.00 out of 16	
Discuss the relationship between bond prices and yields.	10.00 out of 16	
Interpret securities table.	13.00 out of 16	
Explain the purposes and importance of credit.	13.00 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.	8.00 out of 10	

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Business Finance Series, continued

Overall impression and response to the judge's questions		5.00 out of 10	
Role Play 1	Illinois	78.00 out of 100	
	International	75.86 out of 100	
Distinguish between goods and services.		12.25 out of 16	
Explain the concept of economic resources.		11.75 out of 16	
Explain the principles of supply and demand.		12.25 out of 16	
Describe the functions of prices in markets.		12.75 out of 16	
Explain the types of economic systems.		12.75 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		8.00 out of 10	
Overall impression and response to the judge's questions		8.25 out of 10	
Role Play 2	Illinois	83.50 out of 100	
	International	73.01 out of 100	
Discuss the analysis of a company's financial situation using its financial statements.		13.25 out of 16	
Analyze daily transactions.		13.50 out of 16	
Explain the use of financial information to identify trends.		13.25 out of 16	
Determine financial strengths/weaknesses of a business.		13.50 out of 16	
Identify reasons to analyze financial data (e.g., to understand accounting treatment, to verify information, to analyze variances, to guide financial decision-making.)		13.75 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		7.50 out of 10	
Overall impression and response to the judge's questions		8.75 out of 10	

Business Growth Plan

Composite Score	Illinois	65.67 out of 100	
	International	71.26 out of 100	
Role Play 1	Illinois	70.00 out of 100	
	International	70.69 out of 100	
One- to three-page description of the business		2.00 out of 3	

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Business Growth Plan, continued

Type of business owned and operated and description of the current business operations	3.00 out of 4	
Description of the products and/or services offered	3.33 out of 4	
Unique characteristics of the business	3.33 out of 4	
Strengths of the business	2.00 out of 3	
Weaknesses of the business	2.00 out of 3	
Opportunities available for the business	2.33 out of 3	
Threats to the business	2.00 out of 3	
Expansion Opportunities	2.67 out of 4	
Marketing Plan	3.00 out of 4	
Demographics of market area	1.67 out of 3	
Current financial situation	2.67 out of 4	
Capital needed for expansion opportunities	2.67 out of 4	
Fixed overhead and cost of operations	2.33 out of 4	
Time to achieve profitability	2.33 out of 4	
Summary of key points	2.33 out of 3	
Professional layout, neatness, proper grammar, spelling and word usage	2.33 out of 3	

Role Play 2	Illinois	59.17 out of 100	
	International	72.05 out of 100	
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation		5.67 out of 8	
Create processes for ongoing opportunity recognition		5.00 out of 8	
Develop plan to invest resources into improving current products or creating new ones		4.33 out of 8	
Assess risks associated with the venture		4.67 out of 8	
Determine relationships among total revenue, marginal revenue, output, and profit		4.00 out of 8	

Business Law and Ethics Team Decision Making

Composite Score	Illinois	80.60 out of 100	
	International	76.25 out of 100	

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Business Law and Ethics Team Decision Making, continued

Final Role-Play	Illinois	78.00 out of 100	
	International	74.33 out of 100	
Explain the nature of organizational culture.		8.00 out of 10	
Develop an achievement orientation.		8.00 out of 10	
Enlist others in working toward a shared vision.		8.00 out of 10	
Foster positive working relationships.		8.00 out of 10	
Explain the concept of productivity.		8.00 out of 10	
Identify factors affecting a business's profit.		8.00 out of 10	
Analyze employer expectations in the business environment.		8.00 out of 10	
Reason effectively and use systems thinking.		4.00 out of 6	
Make judgments and decisions, and solve problems.		5.00 out of 6	
Communicate clearly and show evidence of collaboration.		5.00 out of 6	
Show evidence of creativity.		4.00 out of 6	
Overall impression and responses to the judge's questions.		4.00 out of 6	
Role Play 2	Illinois	81.25 out of 100	
	International	76.48 out of 100	
Discuss the nature of customer relationship management.		7.75 out of 10	
Explain the role of ethics in customer relationship management.		7.50 out of 10	
Identify company's brand promise.		8.25 out of 10	
Respond to customer inquiries.		8.25 out of 10	
Determine factors affecting a business's risk		8.00 out of 10	
Identify factors affecting a business's profit.		8.75 out of 10	
Use conflict-resolution skills.		6.25 out of 10	
Reason effectively and use systems thinking.		5.50 out of 6	
Make judgments and decisions, and solve problems.		5.25 out of 6	
Communicate clearly and show evidence of collaboration.		5.25 out of 6	
Show evidence of creativity.		5.00 out of 6	

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Business Law and Ethics Team Decision Making, continued

Overall impression and responses to the judge's questions. 5.50 out of 6



Business Service Marketing Series

Composite Score

Illinois 79.38 out of 100



International 72.59 out of 100



Role Play 1

Illinois 87.25 out of 100



International 72.82 out of 100



Identify types of public-relations activities. 14.00 out of 16



Explain communications channels used in public-relations activities. 14.25 out of 16



Communicate core values of corporate branding. 14.50 out of 16



Explain the nature of corporate branding 13.50 out of 16



Describe factors used by businesses to position corporate brands. 13.25 out of 16



Reason effectively, use systems thinking, make judgments and decisions, and solve problems. 8.75 out of 10



Overall impression and response to the judge's questions 9.00 out of 10



Role Play 2

Illinois 71.50 out of 100



International 70.67 out of 100



Identify product opportunities. 10.75 out of 16



Develop positioning concept for new product idea. 11.75 out of 16



Explain the nature of market planning. 11.00 out of 16



Explain the concept of market and market identification. 10.25 out of 16



Explain the concept of marketing strategies. 12.25 out of 16



Reason effectively, use systems thinking, make judgments and decisions, and solve problems. 7.25 out of 10



Overall impression and response to the judge's questions 8.25 out of 10



Business Services Operations Research

Composite Score

Illinois 79.00 out of 100



International 78.94 out of 100



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Illinois

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Business Services Operations Research, continued

Role Play 1	Illinois	74.38 out of 100	
	International	79.09 out of 100	
Executive Summary: One- to three-page description of the project		3.00 out of 5	
Description of the business or organization		2.63 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)		2.38 out of 3	
Overview of the business or organization's current culture and employee engagement strategies		2.38 out of 3	
Description and rationale of research methodologies selected to conduct the research study		4.25 out of 6	
Process used to conduct the selected research methods		4.63 out of 6	
Findings of the research study		3.63 out of 4	
Conclusions based on the findings		3.00 out of 4	
Objectives and rationale of the proposed strategic plan		4.63 out of 6	
Proposed activities and timelines		4.25 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness		3.88 out of 6	
Costs associated with proposed strategies		3.38 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		2.63 out of 4	
Role Play 2	Illinois	85.94 out of 100	
	International	82.08 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		8.38 out of 10	
Describe methods used to design research study		5.63 out of 6	
Interpret the research data into information for decision-making		5.25 out of 6	
Describe strategies and approaches for leading change		4.88 out of 6	
Describe the nature of budgets		4.63 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		5.63 out of 6	

Buying and Merchandising Operations Research

Composite Score	Illinois	59.33 out of 100	
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Judge Assessment

Illinois

Region: IL

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Buying and Merchandising Operations Research, continued

	International	Score	Progress
	International	76.68 out of 100	
Role Play 1	Illinois	60.00 out of 100	
	International	74.13 out of 100	
Executive Summary: One- to three-page description of the project		3.67 out of 5	
Description of the business or organization		2.00 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)		2.00 out of 3	
Overview of the business or organization's current culture and employee engagement strategies		1.67 out of 3	
Description and rationale of research methodologies selected to conduct the research study		3.67 out of 6	
Process used to conduct the selected research methods		3.67 out of 6	
Findings of the research study		2.33 out of 4	
Conclusions based on the findings		2.33 out of 4	
Objectives and rationale of the proposed strategic plan		3.00 out of 6	
Proposed activities and timelines		3.33 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness		3.00 out of 6	
Costs associated with proposed strategies		3.00 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		2.33 out of 4	
Role Play 2	Illinois	58.33 out of 100	
	International	78.70 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		6.00 out of 10	
Describe methods used to design research study		3.33 out of 6	
Interpret the research data into information for decision-making		3.33 out of 6	
Describe strategies and approaches for leading change		3.33 out of 6	
Describe the nature of budgets		3.67 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		3.67 out of 6	

Buying and Merchandising Team Decision Making

Composite Score	Illinois	85.20 out of 100	
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Buying and Merchandising Team Decision Making, continued

	International	81.49 out of 100	
Final Role-Play	Illinois	76.00 out of 100	
	International	85.30 out of 100	
Discuss the nature of customer relationship management.		7.00 out of 10	
Build and maintain relationships with customers.		7.00 out of 10	
Describe the use of technology in customer relationship management.		10.00 out of 10	
Identify company's brand promise.		9.00 out of 10	
Explain the concept of product mix.		7.00 out of 10	
Describe factors used by marketers to position products/services.		9.00 out of 10	
Explain the concept of marketing strategies.		7.00 out of 10	
Reason effectively and use systems thinking.		4.00 out of 6	
Make judgments and decisions, and solve problems.		4.00 out of 6	
Communicate clearly and show evidence of collaboration.		4.00 out of 6	
Show evidence of creativity.		4.00 out of 6	
Overall impression and responses to the judge's questions.		4.00 out of 6	
Role Play 2	Illinois	87.50 out of 100	
	International	81.01 out of 100	
Explain the nature of market planning.		8.50 out of 10	
Explain the nature of marketing plans.		8.50 out of 10	
Explain the concept of marketing strategies.		8.00 out of 10	
Explain the concept of market and market identification.		8.75 out of 10	
Explain factors affecting pricing decisions.		8.25 out of 10	
Identify communications channels used in sales promotion.		9.50 out of 10	
Describe factors used by marketers to position products/services.		9.00 out of 10	
Reason effectively and use systems thinking.		5.50 out of 6	
Make judgments and decisions, and solve problems.		5.75 out of 6	

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Buying and Merchandising Team Decision Making, continued

Communicate clearly and show evidence of collaboration.	5.75 out of 6	
Show evidence of creativity.	4.75 out of 6	
Overall impression and responses to the judge's questions.	5.25 out of 6	

Community Service Project

Composite Score	Illinois	82.57 out of 100	
	International	81.35 out of 100	
Final Manual	Illinois	85.00 out of 100	
	International	83.06 out of 100	
Executive Summary: One- to three-page description of the project		4.00 out of 4	
Historic background of the selected community service or charity		3.00 out of 4	
Description of the local DECA chapter, school and community		3.00 out of 4	
Purpose of the project		5.00 out of 5	
Rationale for selecting the community service or charitable project		4.00 out of 5	
Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service		4.00 out of 5	
Organizational chart, member involvement and job descriptions		4.00 out of 5	
Description of the project and documentation		4.00 out of 5	
Impact goal for the beneficiary		4.00 out of 4	
Evaluation of the project		4.00 out of 5	
Impact of the community service or charitable project		4.00 out of 5	
Recommendation(s) for future projects		4.00 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		4.00 out of 5	
Final Role-Play	Illinois	72.50 out of 100	
	International	82.06 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		5.00 out of 8	
Initiate the project		4.00 out of 5	
Execute and control the project		4.00 out of 5	



























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Community Service Project, continued

Manage the project schedule		4.00 out of 5	
Manage the project team		4.00 out of 5	
Evaluate and close the project		4.00 out of 5	
Overall performance, organization of information and selection and use of graphic aids		4.00 out of 7	
Role Play 1	Illinois	76.33 out of 100	
	International	78.60 out of 100	
Executive Summary: One- to three-page description of the project		2.20 out of 4	
Historic background of the selected community service or charity		3.40 out of 4	
Description of the local DECA chapter, school and community		2.80 out of 4	
Purpose of the project		2.80 out of 5	
Rationale for selecting the community service or charitable project		3.80 out of 5	
Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service		3.80 out of 5	
Organizational chart, member involvement and job descriptions		4.40 out of 5	
Description of the project and documentation		4.40 out of 5	
Impact goal for the beneficiary		2.80 out of 4	
Evaluation of the project		3.80 out of 5	
Impact of the community service or charitable project		4.40 out of 5	
Recommendation(s) for future projects		3.40 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		3.80 out of 5	
Role Play 2	Illinois	94.50 out of 100	
	International	84.90 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		7.00 out of 8	
Initiate the project		5.00 out of 5	
Execute and control the project		5.00 out of 5	
Manage the project schedule		5.00 out of 5	
Manage the project team		5.00 out of 5	

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Community Service Project, continued

Evaluate and close the project	5.00 out of 5	
Overall performance, organization of information and selection and use of graphic aids	5.80 out of 7	

Creative Marketing Project

Composite Score	Illinois	63.63 out of 100	
	International	80.51 out of 100	
Role Play 1	Illinois	65.00 out of 100	
	International	76.87 out of 100	
Executive Summary: One- to three-page description of the project		2.88 out of 4	
Problem is stated clearly		3.25 out of 4	
Significance of the problem studied		2.25 out of 4	
Appropriate background information is provided		2.50 out of 4	
Description of secondary research conducted		2.63 out of 4	
Description of primary research conducted		2.25 out of 4	
Description of the involvement of chapter members and businesspeople		3.25 out of 4	
Presentation of findings		3.50 out of 6	
Presentation of conclusions		3.50 out of 6	
Recommendations resulting from the study		2.50 out of 4	
Projected outcomes from the implementation		2.25 out of 4	
Plan for implementing the recommendations		2.63 out of 4	
Project presented to the appropriate officials		2.63 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		3.00 out of 4	
Role Play 2	Illinois	61.56 out of 100	
	International	80.87 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		5.00 out of 8	
Initiate the project		3.00 out of 5	
Execute and control the project		3.00 out of 5	

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Creative Marketing Project, continued

Manage the project schedule	3.25 out of 5	
Manage the project team	3.25 out of 5	
Evaluate and close the project	2.63 out of 5	
Overall performance, organization of information and selection and use of graphic aids	4.50 out of 7	

Entrepreneurship Promotion Project

Composite Score	Illinois	81.00 out of 100	
	International	78.82 out of 100	
Role Play 1	Illinois	72.33 out of 100	
	International	72.50 out of 100	
Executive Summary: One- to three-page description of the project		5.20 out of 7	
Description of the local DECA chapter and the school and community		5.20 out of 7	
Purpose of activity(ies)		5.80 out of 8	
Planning and organization of activity(ies)		6.00 out of 8	
Implementation of activity(ies)		5.40 out of 8	
Evaluation of campaign targeted at the outside audience		5.60 out of 8	
Recommendations for additional new activity(ies) for future campaigns		5.60 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage		4.60 out of 6	
Role Play 2	Illinois	94.00 out of 100	
	International	82.74 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		7.60 out of 8	
Initiate the project		4.80 out of 5	
Execute and control the project		4.80 out of 5	
Manage the project schedule		4.80 out of 5	
Manage the project team		4.60 out of 5	
Evaluate and close the project		4.40 out of 5	
Overall performance, organization of information and selection and use of graphic aids		6.60 out of 7	

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Entrepreneurship Promotion Project, continued

Fashion Merchandising Promotion Plan

Composite Score	Illinois	77.33 out of 100	
	International	74.12 out of 100	
Final Role-Play	Illinois	73.00 out of 100	
	International	70.57 out of 100	
The written and oral presentations show evidence of a realistic knowledge of fashion merchandising trends.		6.00 out of 7	
The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques.		5.00 out of 7	
The budget is realistic for the promotion plan based on the size and location of the store.		5.00 out of 7	
The schedule of events shows continuity and logical order.		4.00 out of 7	
The responsibility sheet is compatible with the size and location of the store described.		5.00 out of 7	
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?		12.00 out of 14	
The oral presentation and the written plan are logical, complete and workable for the particular situation.		12.00 out of 16	
The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training.		10.00 out of 14	
Participant overcame objections by answering the judge's questions.		9.00 out of 14	
Professional layout, neatness, proper grammar, spelling and word usage.		5.00 out of 7	
Role Play 2	Illinois	78.20 out of 100	
	International	74.62 out of 100	
The written and oral presentations show evidence of a realistic knowledge of fashion merchandising trends.		5.80 out of 7	
The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques.		5.60 out of 7	
The budget is realistic for the promotion plan based on the size and location of the store.		4.60 out of 7	
The schedule of events shows continuity and logical order.		5.20 out of 7	
The responsibility sheet is compatible with the size and location of the store described.		5.20 out of 7	
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?		11.60 out of 14	

Judge Assessment

Illinois

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Fashion Merchandising Promotion Plan, continued

The oral presentation and the written plan are logical, complete and workable for the particular situation.	12.20 out of 16	
The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training.	10.60 out of 14	
Participant overcame objections by answering the judge's questions.	11.60 out of 14	
Professional layout, neatness, proper grammar, spelling and word usage.	5.80 out of 7	

Finance Operations Research Event

Composite Score	Illinois	62.00 out of 100	
	International	74.77 out of 100	
Role Play 1	Illinois	54.17 out of 100	
	International	70.53 out of 100	
Executive Summary: One- to three-page description of the project		1.50 out of 5	
Description of the business or organization		2.00 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)		2.00 out of 3	
Overview of the business or organization's current culture and employee engagement strategies		2.00 out of 3	
Description and rationale of research methodologies selected to conduct the research study		2.50 out of 6	
Process used to conduct the selected research methods		2.50 out of 6	
Findings of the research study		2.50 out of 4	
Conclusions based on the findings		2.50 out of 4	
Objectives and rationale of the proposed strategic plan		3.00 out of 6	
Proposed activities and timelines		3.00 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness		3.50 out of 6	
Costs associated with proposed strategies		3.00 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		2.50 out of 4	
Role Play 2	Illinois	73.75 out of 100	
	International	80.81 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		7.50 out of 10	






Judge Assessment

Illinois


















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Finance Operations Research Event, continued

Describe methods used to design research study	4.50 out of 6	
Interpret the research data into information for decision-making	4.50 out of 6	
Describe strategies and approaches for leading change	4.50 out of 6	
Describe the nature of budgets	4.50 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	4.00 out of 6	

Financial Consulting

Composite Score	Illinois	67.00 out of 100	
	International	71.86 out of 100	
Role Play 2	Illinois	67.00 out of 100	
	International	70.73 out of 100	
The opening was effective and engaging.		5.33 out of 7	
Established relationship with client/customer.		5.33 out of 8	
Communicated understanding of customer/client needs.		4.33 out of 8	
Facilitated customer/client buying decisions.		6.00 out of 8	
Recommended specific product(s)/service(s)/action(s).		5.00 out of 8	
Demonstrated or explained product(s)/service(s).		6.00 out of 8	
Properly stated features and benefits of products/services/actions.		4.33 out of 7	
Prescribed solution to customer/client needs.		5.33 out of 8	
Effectively answered customer/client questions and concerns.		4.00 out of 8	
Effectively closed the sale or ended the consultation.		6.33 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation.		7.67 out of 10	
Professional appearance, poise and confidence.		3.33 out of 5	
Overall general impression.		4.00 out of 5	

Financial Literacy Promotion Project

Composite Score	Illinois	71.00 out of 100	
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Judge Assessment

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Financial Literacy Promotion Project, continued

	International	72.46 out of 100	
Role Play 1	Illinois	63.33 out of 100	
	International	67.05 out of 100	
Executive Summary: One- to three-page description of the project		5.00 out of 7	
Description of the local DECA chapter and the school and community		5.50 out of 7	
Purpose of activity(ies)		5.00 out of 8	
Planning and organization of activity(ies)		4.50 out of 8	
Implementation of activity(ies)		4.50 out of 8	
Evaluation of campaign targeted at the outside audience		4.50 out of 8	
Recommendations for additional new activity(ies) for future campaigns		4.50 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage		4.50 out of 6	
Role Play 2	Illinois	82.50 out of 100	
	International	78.10 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		6.50 out of 8	
Initiate the project		4.00 out of 5	
Execute and control the project		4.00 out of 5	
Manage the project schedule		4.50 out of 5	
Manage the project team		4.50 out of 5	
Evaluate and close the project		4.50 out of 5	
Overall performance, organization of information and selection and use of graphic aids		5.00 out of 7	

Financial Services Team Decision Making

Composite Score	Illinois	85.67 out of 100	
	International	81.72 out of 100	
Role Play 2	Illinois	85.67 out of 100	
	International	80.59 out of 100	
Explain the role of ethics in risk management.		8.67 out of 10	

Judge Assessment

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Financial Services Team Decision Making, continued

Describe the use of technology in risk management.	9.33 out of 10	
Discuss legal considerations affecting risk management.	8.67 out of 10	
Discuss the nature of risk control (internal and external).	9.00 out of 10	
Explain the role of ethics in financial-information management.	8.00 out of 10	
Identify factors affecting a business's profit.	9.00 out of 10	
Describe the concept of insurance.	8.33 out of 10	
Reason effectively and use systems thinking.	5.33 out of 6	
Make judgments and decisions, and solve problems.	4.67 out of 6	
Communicate clearly and show evidence of collaboration.	5.00 out of 6	
Show evidence of creativity.	5.00 out of 6	
Overall impression and responses to the judge's questions.	4.67 out of 6	

Food Marketing Series

Composite Score	Illinois	79.83 out of 100	
	International	72.53 out of 100	
Role Play 1	Illinois	80.67 out of 100	
	International	71.79 out of 100	
Explain the nature of a promotional plan.		13.00 out of 16	
Explain the components of advertisements.		12.33 out of 16	
Explain the importance of coordinating elements in advertisements.		12.67 out of 16	
Explain the concept of marketing strategies.		13.00 out of 16	
Explain factors that influence customer/client/business buying behavior.		12.00 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		8.67 out of 10	
Overall impression and response to the judge's questions		9.00 out of 10	
Role Play 2	Illinois	79.00 out of 100	
	International	71.60 out of 100	

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Food Marketing Series, continued

Explain the nature of channels of distribution.	11.67 out of 16	
Explain the relationship between customer service and channel management.	11.33 out of 16	
Coordinate channel management with other marketing activities.	12.00 out of 16	
Coordinate activities in the promotional mix.	12.33 out of 16	
Explain factors affecting pricing decisions.	15.00 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.	8.00 out of 10	
Overall impression and response to the judge's questions	8.67 out of 10	

Franchise Business Plan

Composite Score	Illinois	45.67 out of 100	
	International	66.82 out of 100	
Role Play 1	Illinois	47.22 out of 100	
	International	62.00 out of 100	
Executive Summary: One- to three-page summary of the business model		2.67 out of 5	
Business History, Background, and Objectives: Description of the company. List of short term and long term objectives.		2.00 out of 6	
Business Environment: Description of how environmental factors may affect the business		2.33 out of 5	
Products and/or Services: List of and descriptions of the products and/or services offered		2.00 out of 5	
Present Market: Description of the present market and growth potential		2.67 out of 5	
Competition: List of the company's primary competitors in the market and identification of their strengths and weaknesses		3.00 out of 5	
Marketing Plan: Detailed description of the customers and geographic territory to be targeted. Description of the company's existing marketing techniques, strategies, and tools. Description of the marketing techniques, strategies, and tools to be used in the future to promote the business.		2.67 out of 6	
Management and Organization: Description of the management team and its strengths and weaknesses. Description of the plan to further develop the management team.		2.67 out of 6	
Business Resources: List of major operating equipment needed. List of major suppliers, location, and payment terms. Outside resources used/or needed to fulfill customer requirements. Description of quality control procedures. Availability of skilled labor to meet the company's needs. Training required to upgrade the skills of labor and administrative employees and the estimated cost. Projected number of full-time and part-time employees. Organizational chart.		3.33 out of 6	
Financial Plan and Data: Description of the company's sales and profit trends. Outline of strategy and timing for obtaining capital. Two year projected operating statement. One-year projected cash flow statement.		2.33 out of 6	

Judge Assessment

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Franchise Business Plan, continued

Conclusion: Specific request for financing, summary of key points supporting the financial request		2.67 out of 5	
Role Play 2	Illinois	43.33 out of 100	
	International	67.88 out of 100	
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation		2.33 out of 5	
Assess opportunities for venture creation		3.00 out of 5	
Determine feasibility of venture ideas		2.00 out of 5	
Assess start-up requirements		1.33 out of 5	
Evaluate risk-taking opportunities		2.00 out of 5	
Explain the complexity of business operations		1.67 out of 5	
Determine relationships among total revenue, marginal revenue, output, and profit		2.67 out of 5	
Describe marketing functions and related activities		2.33 out of 5	

Hospitality & Tourism Professional Selling

Composite Score	Illinois	63.33 out of 100	
	International	69.13 out of 100	
Role Play 2	Illinois	63.33 out of 100	
	International	67.07 out of 100	
The opening was effective and engaging.		5.00 out of 7	
Established relationship with client/customer.		5.33 out of 8	
Communicated understanding of customer/client needs.		4.33 out of 8	
Facilitated customer/client buying decisions.		4.00 out of 8	
Recommended specific product(s)/service(s)/action(s).		4.00 out of 8	
Demonstrated or explained product(s)/service(s).		4.33 out of 8	
Properly stated features and benefits of products/services/actions.		4.67 out of 7	
Prescribed solution to customer/client needs.		5.33 out of 8	
Effectively answered customer/client questions and concerns.		4.67 out of 8	

Judge Assessment

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Hospitality & Tourism Professional Selling, continued

Effectively closed the sale or ended the consultation.	6.67 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation.	6.67 out of 10	
Professional appearance, poise and confidence.	4.33 out of 5	
Overall general impression.	4.00 out of 5	

Hospitality and Tourism Operations Research

Composite Score	Illinois	69.83 out of 100	
	International	75.41 out of 100	
Role Play 1	Illinois	65.56 out of 100	
	International	72.91 out of 100	
Executive Summary: One- to three-page description of the project		3.67 out of 5	
Description of the business or organization		2.00 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)		1.50 out of 3	
Overview of the business or organization's current culture and employee engagement strategies		2.17 out of 3	
Description and rationale of research methodologies selected to conduct the research study		4.00 out of 6	
Process used to conduct the selected research methods		4.17 out of 6	
Findings of the research study		2.67 out of 4	
Conclusions based on the findings		2.00 out of 4	
Objectives and rationale of the proposed strategic plan		4.17 out of 6	
Proposed activities and timelines		3.00 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness		3.83 out of 6	
Costs associated with proposed strategies		3.00 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		3.17 out of 4	
Role Play 2	Illinois	76.25 out of 100	
	International	79.77 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		8.17 out of 10	

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Hospitality and Tourism Operations Research, continued

Describe methods used to design research study	4.67 out of 6	
Interpret the research data into information for decision-making	4.67 out of 6	
Describe strategies and approaches for leading change	3.83 out of 6	
Describe the nature of budgets	4.17 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	5.00 out of 6	

Hospitality Services Team Decision Making

Composite Score	Illinois	88.00 out of 100	
	International	75.46 out of 100	
Role Play 2	Illinois	88.00 out of 100	
	International	76.98 out of 100	
Explain the nature of a promotional plan.		9.25 out of 10	
Explain the role of promotion as a marketing function.		8.50 out of 10	
Describe the use of technology in the promotion function.		8.50 out of 10	
Explain the nature of direct marketing channels.		8.50 out of 10	
Assess information needs.		8.25 out of 10	
Obtain needed information efficiently.		8.25 out of 10	
Identify ways that technology impacts business.		9.25 out of 10	
Reason effectively and use systems thinking.		5.25 out of 6	
Make judgments and decisions, and solve problems.		5.50 out of 6	
Communicate clearly and show evidence of collaboration.		5.75 out of 6	
Show evidence of creativity.		5.50 out of 6	
Overall impression and responses to the judge's questions.		5.50 out of 6	

Hotel and Lodging Management Series

Composite Score	Illinois	84.22 out of 100	
	International	76.56 out of 100	


























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Hotel and Lodging Management Series, continued

Final Role-Play	Illinois	83.00 out of 100	
	International	70.18 out of 100	
Explain the relationship between customer service and channel management.		11.00 out of 16	
Identify internal and external service standards.		11.00 out of 16	
Identify product opportunities.		15.00 out of 16	
Describe the use of technology in the product/service management function.		15.00 out of 16	
Explain how guests make reservations on-line.		13.00 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		9.00 out of 10	
Overall impression and response to the judge's questions		9.00 out of 10	
Role Play 1	Illinois	81.50 out of 100	
	International	74.13 out of 100	
Choose and use appropriate channel for workplace communications.		12.25 out of 16	
Explain the role of human resources department.		13.75 out of 16	
Maintain a safe work environment.		10.00 out of 16	
Demonstrate interest and enthusiasm.		13.50 out of 16	
Motivate team members.		14.50 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		9.00 out of 10	
Overall impression and response to the judge's questions		8.50 out of 10	
Role Play 2	Illinois	87.25 out of 100	
	International	79.82 out of 100	
Enlist others in working toward a shared vision.		14.50 out of 16	
Motivate team members.		14.00 out of 16	
Employ communication styles appropriate to target audience.		14.00 out of 16	
Explain the role of business in society.		13.75 out of 16	
Persuade others.		14.25 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		7.75 out of 10	

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Hotel and Lodging Management Series, continued

Overall impression and response to the judge's questions 9.00 out of 10



Human Resources Management Series

Composite Score

Illinois 85.27 out of 100



International 70.45 out of 100



Final Role-Play

Illinois 87.00 out of 100



International 75.86 out of 100



Foster employee engagement and commitment. 14.33 out of 16



Describe ways that businesses build positive employer-employee relationships. 13.33 out of 16



Explain the nature of organizational culture. 13.67 out of 16



Foster positive working relationships. 13.33 out of 16



Motivate team members. 14.00 out of 16



Reason effectively, use systems thinking, make judgments and decisions, and solve problems. 9.33 out of 10



Overall impression and response to the judge's questions 9.00 out of 10



Role Play 1

Illinois 86.00 out of 100



International 71.45 out of 100



Explain the nature of benefit plans. 14.00 out of 16



Identify emerging compensation issues. 14.00 out of 16



Describe ways that businesses build positive employer-employee relationships. 13.25 out of 16



Demonstrate negotiation skills. 12.00 out of 16



Analyze employer expectations in the business environment. 15.25 out of 16



Reason effectively, use systems thinking, make judgments and decisions, and solve problems. 8.75 out of 10



Overall impression and response to the judge's questions 8.75 out of 10



Role Play 2

Illinois 83.25 out of 100



International 68.77 out of 100



Describe the use of technology in human resources management. 14.25 out of 16



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Human Resources Management Series, continued

Determine learning objectives.	12.50 out of 16	
Facilitate employee learning.	12.50 out of 16	
Foster positive working relationships.	12.75 out of 16	
Determine ways of reinforcing the company's image through employee performance.	13.50 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.	8.75 out of 10	
Overall impression and response to the judge's questions	9.00 out of 10	

Independent Business Plan

Composite Score	Illinois	75.29 out of 100	
	International	72.57 out of 100	
Role Play 1	Illinois	75.00 out of 100	
	International	67.04 out of 100	
Executive Summary: One- to three-page summary of the business model		3.71 out of 5	
Problem: List of the top three problems the product/service is addressing		4.00 out of 5	
Customer Segments: Description of the target customers		4.00 out of 5	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying		3.71 out of 5	
Solution: Description of the top three features of the product/service		3.71 out of 5	
Channels: Descriptions of the pathways to customers		3.71 out of 5	
Revenue Streams: Descriptions of the revenue model, life time values, revenue, and gross margin		3.71 out of 5	
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs, and other additional costs		3.71 out of 5	
Detailed Financials: Projected income statements, cash flow statements, balance sheets, three-year plan. Plan to meet capital needs. Description of planned growth.		4.00 out of 5	
Key Metrics: Explanation of the key activities that must be measured		3.71 out of 5	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought		3.71 out of 5	
Conclusion: Specific request for financing, summary of key points supporting the financial request		3.29 out of 5	
Role Play 2	Illinois	75.71 out of 100	

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Independent Business Plan, continued

	International	77.03 out of 100	
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation		4.71 out of 5	
Assess opportunities for venture creation		3.71 out of 5	
Determine feasibility of venture ideas		3.71 out of 5	
Assess start-up requirements		4.00 out of 5	
Evaluate risk-taking opportunities		3.00 out of 5	
Explain the complexity of business operations		3.43 out of 5	
Determine relationships among total revenue, marginal revenue, output, and profit		4.00 out of 5	
Describe marketing functions and related activities		3.71 out of 5	

Innovation Plan

Composite Score	Illinois	84.57 out of 100	
	International	79.47 out of 100	
Final Role-Play	Illinois	81.00 out of 100	
	International	80.87 out of 100	
Executive Summary: One-page summary of the business model		12.00 out of 14	
Problem: List of the top three problems the product/service is addressing		12.00 out of 14	
Customer Segments: Description of the target customers		12.00 out of 14	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying		11.00 out of 15	
Solution: Description of the top three features of the product/service		12.00 out of 14	
Conclusion: Summary of the key points and feasibility of the business venture		11.00 out of 15	
Overall performance, organization of information and selection and use of graphic aids		11.00 out of 14	
Role Play 2	Illinois	85.17 out of 100	
	International	79.27 out of 100	
Executive Summary: One-page summary of the business model		11.67 out of 14	
Problem: List of the top three problems the product/service is addressing		12.50 out of 14	

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Innovation Plan, continued

Customer Segments: Description of the target customers	11.67 out of 14	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	11.83 out of 15	
Solution: Description of the top three features of the product/service	11.33 out of 14	
Conclusion: Summary of the key points and feasibility of the business venture	13.33 out of 15	
Overall performance, organization of information and selection and use of graphic aids	12.83 out of 14	

International Business Plan

Composite Score	Illinois	89.89 out of 100	
	International	74.48 out of 100	
Final Manual	Illinois	100.00 out of 100	
	International	82.88 out of 100	
Executive Summary: One- to three-page summary of the business model		4.00 out of 4	
Analysis of the International Business Situation: Economic, political and legal analysis. Trade area and cultural analysis.		5.00 out of 5	
Problem: List of the top three problems the product/service is addressing		5.00 out of 5	
Customer Segments: Description of the target customers		4.00 out of 4	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying		4.00 out of 4	
Solution: Description of the top three features of the product/service		5.00 out of 5	
Channels: Descriptions of the pathways to customers		4.00 out of 4	
Revenue Streams: Descriptions of the revenue model, life time values, revenue, and gross margin		5.00 out of 5	
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs, and other additional costs		5.00 out of 5	
Detailed Financials: Projected income statements, cash flow statements, balance sheets, three-year plan. Plan to meet capital needs. Description of planned growth.		5.00 out of 5	
Key Metrics: Explanation of the key activities that must be measured		5.00 out of 5	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought		5.00 out of 5	
Conclusion: Specific request for financing, summary of key points supporting the financial request		4.00 out of 4	
Final Role-Play	Illinois	100.00 out of 100	

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International Business Plan, continued

	International	87.00 out of 100	
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation		5.00 out of 5	
Assess opportunities for venture creation		5.00 out of 5	
Determine feasibility of venture ideas		5.00 out of 5	
Assess start-up requirements		5.00 out of 5	
Evaluate risk-taking opportunities		5.00 out of 5	
Explain the complexity of business operations		5.00 out of 5	
Determine relationships among total revenue, marginal revenue, output, and profit		5.00 out of 5	
Describe marketing functions and related activities		5.00 out of 5	
Role Play 1	Illinois	83.06 out of 100	
	International	71.89 out of 100	
Executive Summary: One- to three-page summary of the business model		3.50 out of 4	
Analysis of the International Business Situation: Economic, political and legal analysis. Trade area and cultural analysis.		4.17 out of 5	
Problem: List of the top three problems the product/service is addressing		4.17 out of 5	
Customer Segments: Description of the target customers		2.67 out of 4	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying		3.50 out of 4	
Solution: Description of the top three features of the product/service		4.33 out of 5	
Channels: Descriptions of the pathways to customers		3.67 out of 4	
Revenue Streams: Descriptions of the revenue model, life time values, revenue, and gross margin		4.17 out of 5	
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs, and other additional costs		4.17 out of 5	
Detailed Financials: Projected income statements, cash flow statements, balance sheets, three-year plan. Plan to meet capital needs. Description of planned growth.		4.33 out of 5	
Key Metrics: Explanation of the key activities that must be measured		3.83 out of 5	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought		4.17 out of 5	
Conclusion: Specific request for financing, summary of key points supporting the financial request		3.17 out of 4	

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International Business Plan, continued

Role Play 2	Illinois	87.50 out of 100	
	International	74.89 out of 100	
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation		4.67 out of 5	
Assess opportunities for venture creation		4.50 out of 5	
Determine feasibility of venture ideas		4.33 out of 5	
Assess start-up requirements		4.33 out of 5	
Evaluate risk-taking opportunities		4.17 out of 5	
Explain the complexity of business operations		4.17 out of 5	
Determine relationships among total revenue, marginal revenue, output, and profit		4.33 out of 5	
Describe marketing functions and related activities		4.50 out of 5	

Learn and Earn Project

Composite Score	Illinois	79.43 out of 100	
	International	78.38 out of 100	
Role Play 1	Illinois	80.24 out of 100	
	International	80.76 out of 100	
Executive Summary: One- to three-page description of the project		3.14 out of 4	
Type of project, product and/or service description, sources of information		3.43 out of 4	
Trading area analysis		2.71 out of 4	
Market segment analysis		2.71 out of 4	
Proposed organization		3.43 out of 4	
Proposed product/service		2.71 out of 4	
Proposed marketing strategies: pricing and promotional activity(ies)		3.43 out of 4	
Projected operating budget		3.43 out of 4	
Rationale for the projected budget		3.43 out of 4	
General project implementation		3.71 out of 4	
Learning outcomes		2.71 out of 4	

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Learn and Earn Project, continued

Earning outcomes		3.14 out of 4	
Recommendations for future projects		3.00 out of 4	
Plans for improving the learning and earning outcomes of the project		3.43 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		3.71 out of 4	
Role Play 2	Illinois	78.21 out of 100	
	International	83.01 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		6.57 out of 8	
Initiate the project		4.00 out of 5	
Execute and control the project		4.14 out of 5	
Manage the project schedule		3.71 out of 5	
Manage the project team		4.00 out of 5	
Evaluate and close the project		3.71 out of 5	
Overall performance, organization of information and selection and use of graphic aids		5.14 out of 7	

Marketing Communications Team Decision Making

Composite Score	Illinois	81.25 out of 100	
	International	75.70 out of 100	
Role Play 2	Illinois	81.25 out of 100	
	International	75.61 out of 100	
Explain business ethics in product/service management.		8.25 out of 10	
Describe factors used by marketers to position products/services.		7.50 out of 10	
Explain the nature of product/service branding.		8.00 out of 10	
Describe the role of customer voice in branding.		8.25 out of 10	
Explain the concept of marketing strategies.		8.00 out of 10	
Explain the nature of effective communications.		7.75 out of 10	
Persuade others.		7.75 out of 10	
Reason effectively and use systems thinking.		4.75 out of 6	





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Marketing Communications Team Decision Making, continued

Make judgments and decisions, and solve problems.	5.50 out of 6	
Communicate clearly and show evidence of collaboration.	5.25 out of 6	
Show evidence of creativity.	5.25 out of 6	
Overall impression and responses to the judge's questions.	5.00 out of 6	

Marketing Management Series

Composite Score	Illinois	88.50 out of 100	
	International	73.17 out of 100	
Final Role-Play	Illinois	86.00 out of 100	
	International	85.57 out of 100	
Explain the relationship between customer service and channel management.		13.00 out of 16	
Coordinate channel management with other marketing activities.		13.00 out of 16	
Describe ethical considerations in channel management.		13.50 out of 16	
Explain factors that influence customer/client/business buying behavior.		13.00 out of 16	
Identify product's/service's competitive advantage.		13.50 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		10.00 out of 10	
Overall impression and response to the judge's questions		10.00 out of 10	
Role Play 1	Illinois	91.00 out of 100	
	International	70.60 out of 100	
Explain the nature of marketing plans.		15.00 out of 16	
Explain the concept of marketing strategies.		13.50 out of 16	
Explain the concept of market and market identification.		14.25 out of 16	
Communicate core values of product/service.		15.00 out of 16	
Identify communications channels used in sales promotion.		15.00 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		9.00 out of 10	
Overall impression and response to the judge's questions		9.25 out of 10	

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Marketing Management Series, continued

Role Play 2	Illinois	87.25 out of 100	
	International	74.14 out of 100	
Describe marketing functions and related activities.		14.50 out of 16	
Explain factors that influence customer/client/business buying behavior.		14.50 out of 16	
Demonstrate connections between company actions and results.		12.25 out of 16	
Describe factors used by businesses to position corporate brands.		13.75 out of 16	
Identify product's/service's competitive advantage.		14.25 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		9.25 out of 10	
Overall impression and response to the judge's questions		8.75 out of 10	

Personal Financial Literacy

Composite Score	Illinois	71.00 out of 100	
	International	74.73 out of 100	
Role Play 2	Illinois	71.00 out of 100	
	International	76.18 out of 100	
Discuss the components of a personal spending plan, including income, planned saving and expenses.		15.00 out of 22	
Analyze how changes in life circumstances can affect a personal spending plan.		14.75 out of 22	
Analyze how spending and saving behavior can affect overall well-being.		14.50 out of 22	
Reason effectively and use systems thinking.		12.75 out of 17	
Overall impression and responses to the judge's questions.		14.00 out of 17	

Principles of Business Management and Administration

Composite Score	Illinois	69.00 out of 100	
	International	75.81 out of 100	
Final Role-Play	Illinois	64.00 out of 100	
	International	78.77 out of 100	
Discuss the nature of customer relationship management.		12.00 out of 20	

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Principles of Business Management and Administration, continued

Build and maintain relationship with customers.		14.00 out of 20	
Reinforce service orientation through communication.		12.00 out of 20	
Determine ways to reinforce the company's image through employee performance.		14.00 out of 20	
Overall impression and responses to the judge's questions		12.00 out of 20	
Role Play 2	Illinois	70.25 out of 100	
	International	75.40 out of 100	
Explain the concept of leadership.		14.75 out of 20	
Coach others.		13.75 out of 20	
Motivate team members.		14.75 out of 20	
Identify desirable personality traits important to business.		13.00 out of 20	
Overall impression and responses to the judge's questions		14.00 out of 20	

Principles of Finance

Composite Score	Illinois	76.00 out of 100	
	International	71.22 out of 100	
Role Play 2	Illinois	76.00 out of 100	
	International	69.44 out of 100	
Explain marketing and its importance in a global economy.		15.25 out of 20	
Describe marketing functions and related activities.		15.25 out of 20	
Explain factors that influence customer/client/business buying behavior.		16.00 out of 20	
Discuss actions employees can take to achieve the company's desired results.		14.00 out of 20	
Overall impression and responses to the judge's questions		15.50 out of 20	

Principles of Hospitality and Tourism

Composite Score	Illinois	85.20 out of 100	
	International	76.48 out of 100	
Final Role-Play	Illinois	88.00 out of 100	

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Principles of Hospitality and Tourism, continued

	International	80.00 out of 100	
Explain marketing and its importance in a global economy.		17.00 out of 20	
Describe marketing functions and related activities.		18.00 out of 20	
Explain factors that influence customer/client/business buying behavior.		18.00 out of 20	
Discuss actions employees can take to achieve the company's desired results.		18.00 out of 20	
Overall impression and responses to the judge's questions		17.00 out of 20	
Role Play 2	Illinois	84.50 out of 100	
	International	76.04 out of 100	
Discuss the measure of consumer spending as an economic indicator.		17.50 out of 20	
Describe the economic impact of inflation on business.		16.75 out of 20	
Discuss the impact of a nation's unemployment rates.		16.50 out of 20	
Determine the impact of business cycles on business activities.		17.25 out of 20	
Overall impression and responses to the judge's questions		16.50 out of 20	

Principles of Marketing

Composite Score	Illinois	72.17 out of 100	
	International	69.51 out of 100	
Final Role-Play	Illinois	90.00 out of 100	
	International	75.91 out of 100	
Explain the nature of organizational culture.		14.00 out of 20	
Foster positive working relationships.		19.00 out of 20	
Explain the nature of effective communication.		20.00 out of 20	
Explain the concept of leadership.		19.00 out of 20	
Overall impression and responses to the judge's questions		18.00 out of 20	
Role Play 2	Illinois	68.60 out of 100	
	International	68.67 out of 100	
Explain marketing and its importance in a global economy.		14.40 out of 20	

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Principles of Marketing, continued

Describe marketing functions and related activities.	12.20 out of 20	
Explain factors that influence customer/client/business buying behavior.	13.80 out of 20	
Discuss actions employees can take to achieve the company's desired results.	14.20 out of 20	
Overall impression and responses to the judge's questions	14.00 out of 20	

Professional Selling Event

Composite Score	Illinois	81.00 out of 100	
	International	73.31 out of 100	
Final Role-Play	Illinois	77.00 out of 100	
	International	77.89 out of 100	
The opening was effective and engaging.		6.00 out of 7	
Established relationship with client/customer.		6.50 out of 8	
Communicated understanding of customer/client needs.		5.50 out of 8	
Facilitated customer/client buying decisions.		6.50 out of 8	
Recommended specific product(s)/service(s)/action(s).		5.50 out of 8	
Demonstrated or explained product(s)/service(s).		6.00 out of 8	
Properly stated features and benefits of products/services/actions.		5.50 out of 7	
Prescribed solution to customer/client needs.		5.50 out of 8	
Effectively answered customer/client questions and concerns.		7.00 out of 8	
Effectively closed the sale or ended the consultation.		6.50 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation.		7.50 out of 10	
Professional appearance, poise and confidence.		4.50 out of 5	
Overall general impression.		4.50 out of 5	
Role Play 2	Illinois	83.67 out of 100	
	International	72.71 out of 100	
The opening was effective and engaging.		6.00 out of 7	
Established relationship with client/customer.		6.33 out of 8	












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Professional Selling Event, continued

Communicated understanding of customer/client needs.	5.67 out of 8	
Facilitated customer/client buying decisions.	7.00 out of 8	
Recommended specific product(s)/service(s)/action(s).	7.00 out of 8	
Demonstrated or explained product(s)/service(s).	7.00 out of 8	
Properly stated features and benefits of products/services/actions.	6.00 out of 7	
Prescribed solution to customer/client needs.	6.33 out of 8	
Effectively answered customer/client questions and concerns.	7.00 out of 8	
Effectively closed the sale or ended the consultation.	8.00 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation.	8.33 out of 10	
Professional appearance, poise and confidence.	4.67 out of 5	
Overall general impression.	4.33 out of 5	

Public Relations Project

Composite Score	Illinois	55.00 out of 100	
	International	79.16 out of 100	
Role Play 1	Illinois	54.17 out of 100	
	International	76.97 out of 100	
Executive Summary: One- to three-page description of the project		3.00 out of 4	
Statement and description of the issue to be addressed		3.00 out of 5	
Rationale for selecting the issue		3.00 out of 5	
Description of the target population		3.00 out of 5	
Local print and broadcast media available		1.75 out of 4	
Other possible promotional activity(ies)		2.00 out of 4	
Rationale for the media mix		2.25 out of 5	
Organizational chart/job descriptions		2.50 out of 4	
Description of the campaign and documentation		2.50 out of 5	
Estimated impact on the target population		2.50 out of 5	

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Public Relations Project, continued

Evaluation of the process		2.75 out of 5	
Recommendations for future campaigns		2.75 out of 5	
Professional layout, neatness, proper grammar, spelling and word usage		1.50 out of 4	
Role Play 2	Illinois	56.25 out of 100	
	International	79.94 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		4.50 out of 8	
Initiate the project		3.00 out of 5	
Execute and control the project		3.25 out of 5	
Manage the project schedule		3.00 out of 5	
Manage the project team		2.50 out of 5	
Evaluate and close the project		2.75 out of 5	
Overall performance, organization of information and selection and use of graphic aids		3.50 out of 7	

Quick Serve Restaurant Management Series

Composite Score	Illinois	74.83 out of 100	
	International	72.33 out of 100	
Role Play 1	Illinois	74.00 out of 100	
	International	73.92 out of 100	
Identify factors affecting a business's profit.		11.00 out of 16	
Demonstrate awareness of capabilities and limitations of the operation.		11.67 out of 16	
Explain the types of promotion.		12.33 out of 16	
Explain the importance of coordinating elements in advertising.		11.67 out of 16	
Describe word-of-mouth channels used to communicate with targeted audiences.		11.67 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		7.67 out of 10	
Overall impression and response to the judge's questions		8.00 out of 10	
Role Play 2	Illinois	75.67 out of 100	

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Quick Serve Restaurant Management Series, continued

	International	70.99 out of 100	
Conduct thorough orientation for new staff.		11.67 out of 16	
Detail ways to achieve high rate of positive comments.		10.00 out of 16	
Conduct regular training and coaching of staff.		13.00 out of 16	
Outline steps to remedy specific problems.		13.00 out of 16	
Demonstrate problem-solving skills.		12.33 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		7.67 out of 10	
Overall impression and response to the judge's questions		8.00 out of 10	

Restaurant and Food Service Management Series

Composite Score	Illinois	79.86 out of 100	
	International	74.13 out of 100	
Role Play 1	Illinois	72.25 out of 100	
	International	74.70 out of 100	
Develop promotional materials.		11.50 out of 16	
Create methods to market materials.		12.00 out of 16	
List common problem situations.		11.25 out of 16	
Explain factors that influence customer buying behavior.		11.25 out of 16	
Build and maintain relationships with customers.		11.50 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		7.50 out of 10	
Overall impression and response to the judge's questions		7.25 out of 10	
Role Play 2	Illinois	90.00 out of 100	
	International	73.50 out of 100	
Conduct regular training and coaching of staff.		14.00 out of 16	
Detail ways to achieve high rate of positive comments.		14.33 out of 16	
Determine ways of reinforcing the company's image through employee performance.		14.67 out of 16	
Motivate team members.		14.67 out of 16	

Judge Assessment

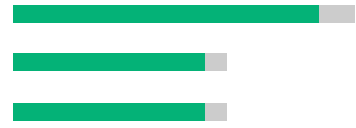
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Restaurant and Food Service Management Series, continued

Outline steps to remedy specific problems.	14.33 out of 16
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.	9.00 out of 10
Overall impression and response to the judge's questions	9.00 out of 10

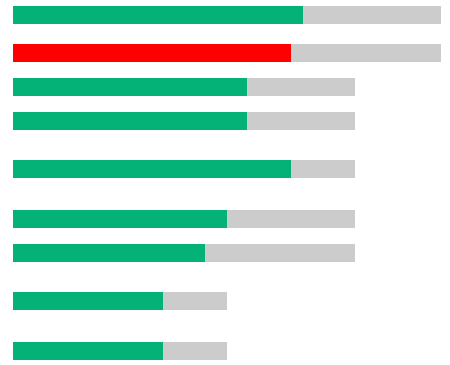


Retail Merchandising Series

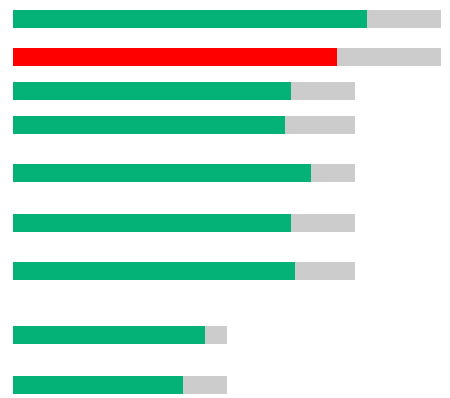
Composite Score	Illinois	77.67 out of 100
	International	72.98 out of 100



Final Role-Play	Illinois	68.00 out of 100
	International	64.95 out of 100
Identify components of a retail image.		11.00 out of 16
Explain the nature of corporate branding.		11.00 out of 16
Describe factors used by businesses to position corporate brands.		13.00 out of 16
Explain key factors in building a clientele.		10.00 out of 16
Explain customer/client/business buying behavior.		9.00 out of 16
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		7.00 out of 10
Overall impression and response to the judge's questions		7.00 out of 10



Role Play 1	Illinois	83.00 out of 100
	International	75.89 out of 100
Explain the types of promotion.		13.00 out of 16
Identify the elements of the promotional mix.		12.75 out of 16
Identify communications channels used in the sales promotion.		14.00 out of 16
Identify components of the retail image.		13.00 out of 16
Describe factors used by businesses to position corporate brands.		13.25 out of 16
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		9.00 out of 10
Overall impression and response to the judge's questions		8.00 out of 10



Role Play 2	Illinois	74.75 out of 100
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Retail Merchandising Series, continued

	International	71.04 out of 100	
Explain the nature and scope of the pricing function.		11.75 out of 16	
Explain factors affecting pricing decisions.		12.00 out of 16	
Describe the role of business ethics in pricing.		11.50 out of 16	
Explain the relationship between customer service and distribution.		11.75 out of 16	
Explain factors that influence customer/client/business buying behavior.		11.00 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		8.50 out of 10	
Overall impression and response to the judge's questions		8.25 out of 10	

School-based Enterprise-Retail Operations

Composite Score	Illinois	88.00 out of 100	
	International	76.57 out of 100	
Role Play 2	Illinois	88.00 out of 100	
	International	77.10 out of 100	
Explain how the SBE establishes relationships with customers.		15.00 out of 16	
Explain how the SBE determines customer needs.		14.00 out of 16	
Demonstrate the use of suggestion selling.		14.00 out of 16	
Describe how sales transactions are documented.		13.00 out of 16	
Demonstrate a customer-service mindset.		14.00 out of 16	
The use of visuals was appropriate and enhanced the presentation.		9.00 out of 10	
Overall impression of student(s) skill and performance.		9.00 out of 10	

Sports & Entertainment Promotion Plan

Composite Score	Illinois	74.40 out of 100	
	International	77.78 out of 100	
Role Play 2	Illinois	74.40 out of 100	
	International	77.19 out of 100	

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Sports & Entertainment Promotion Plan, continued

The written and oral presentations show evidence of a realistic knowledge of sports and entertainment promotion trends.	4.80 out of 7	
The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques.	5.20 out of 7	
The budget is realistic for the promotion plan based on the size and location of the company/organization.	5.20 out of 7	
The schedule of events shows continuity and logical order.	5.40 out of 7	
The responsibility sheet is compatible with the size and location of the company/organization described.	3.20 out of 7	
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?	11.20 out of 14	
The oral presentation and the written plan are logical, complete and workable for the particular situation.	11.60 out of 16	
The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training.	11.40 out of 14	
Participant overcame objections by answering the judge's questions.	11.60 out of 14	
Professional layout, neatness, proper grammar, spelling and word usage.	4.80 out of 7	

Sports and Entertainment Marketing Operations Research

Composite Score	Illinois	36.00 out of 100	
	International	71.11 out of 100	
Role Play 1	Illinois	31.67 out of 100	
	International	68.95 out of 100	
Executive Summary: One- to three-page description of the project		1.00 out of 5	
Description of the business or organization		2.00 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)		1.00 out of 3	
Overview of the business or organization's current culture and employee engagement strategies		1.00 out of 3	
Description and rationale of research methodologies selected to conduct the research study		2.00 out of 6	
Process used to conduct the selected research methods		1.00 out of 6	
Findings of the research study		1.00 out of 4	
Conclusions based on the findings		1.00 out of 4	

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Sports and Entertainment Marketing Operations Research, continued

Objectives and rationale of the proposed strategic plan	3.00 out of 6	
Proposed activities and timelines	2.00 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	2.00 out of 6	
Costs associated with proposed strategies	1.00 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	1.00 out of 4	
Role Play 2	Illinois 42.50 out of 100	
	International 74.29 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	4.00 out of 10	
Describe methods used to design research study	3.00 out of 6	
Interpret the research data into information for decision-making	3.00 out of 6	
Describe strategies and approaches for leading change	3.00 out of 6	
Describe the nature of budgets	2.00 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	2.00 out of 6	

Sports and Entertainment Marketing Series

Composite Score	Illinois 74.25 out of 100	
	International 76.43 out of 100	
Role Play 1	Illinois 68.00 out of 100	
	International 74.98 out of 100	
Successfully pitch marketing ideas to an internal client (i.e., your boss).	10.25 out of 16	
Effectively explain considerations in developing viral marketing campaigns.	11.25 out of 16	
Leverage social networks for customer engagement.	9.75 out of 16	
Implement an effective communications plan.	10.75 out of 16	
Demonstrate ethical personal work habits.	11.25 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.	7.25 out of 10	
Overall impression and response to the judge's questions	7.50 out of 10	

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Sports and Entertainment Marketing Series, continued

Role Play 2	Illinois	80.50 out of 100	
	International	78.55 out of 100	
Explain the nature of a promotional plan.		13.75 out of 16	
Convert customer objections into selling points.		13.50 out of 16	
Explain the principles of supply and demand.		11.50 out of 16	
Provide service after the sale.		12.75 out of 16	
Demonstrate ethical personal work habits.		12.25 out of 16	
Reason effectively, use systems thinking, make judgments and decisions, and solve problems.		8.25 out of 10	
Overall impression and response to the judge's questions		8.50 out of 10	

Sports and Entertainment Marketing Team Decision Making

Composite Score	Illinois	79.40 out of 100	
	International	73.46 out of 100	
Final Role-Play	Illinois	87.00 out of 100	
	International	70.00 out of 100	
Identify factors affecting a business's profit.		9.00 out of 10	
Determine factors affecting business risk.		9.00 out of 10	
Demonstrate negotiation skills.		9.00 out of 10	
Explain the role of finance in business.		9.00 out of 10	
Explain the nature of risk management.		9.00 out of 10	
Evaluate vendors.		9.00 out of 10	
Explain the nature of contract exclusivity.		9.00 out of 10	
Reason effectively and use systems thinking.		5.00 out of 6	
Make judgments and decisions, and solve problems.		5.00 out of 6	
Communicate clearly and show evidence of collaboration.		5.00 out of 6	
Show evidence of creativity.		4.00 out of 6	
Overall impression and responses to the judge's questions.		5.00 out of 6	

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Sports and Entertainment Marketing Team Decision Making, continued

Role Play 2	Illinois	Score	Progress
	Illinois	77.50 out of 100	
	International	73.91 out of 100	
Explain the nature of positive customer relations.		7.75 out of 10	
Explain the types of promotion.		8.00 out of 10	
Explain factors that influence customer buying behavior.		6.50 out of 10	
Employ communication styles appropriate to target audience.		8.00 out of 10	
Identify types of public relations activities.		7.50 out of 10	
Discuss the relationship between promotion and marketing.		8.00 out of 10	
Demonstrate ethical personal work habits.		6.75 out of 10	
Reason effectively and use systems thinking.		5.00 out of 6	
Make judgments and decisions, and solve problems.		4.75 out of 6	
Communicate clearly and show evidence of collaboration.		5.25 out of 6	
Show evidence of creativity.		5.00 out of 6	
Overall impression and responses to the judge's questions.		5.00 out of 6	

Start-Up Business Plan

Composite Score	Illinois	Score	Progress
	Illinois	71.29 out of 100	
	International	66.81 out of 100	
Role Play 2	Illinois	71.29 out of 100	
	International	65.03 out of 100	
Executive Summary: One-page summary of the business model		7.67 out of 10	
Problem: List of the top three problems the product/service is addressing		6.67 out of 9	
Customer Segments: Description of the target customers		7.33 out of 9	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying		6.33 out of 9	
Solution: Description of the top three features of the product/service		5.67 out of 9	
Channels: Descriptions of the pathways to customers		6.33 out of 9	






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Start-Up Business Plan, continued

Revenue Streams: Descriptions of the revenue model, life time values, revenue, and gross margin	6.67 out of 9	
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs, and other additional costs	5.67 out of 9	
Key Metrics: Explanation of the key activities that must be measured	6.00 out of 9	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	7.00 out of 9	
Conclusion: Specific request for financing, summary of key points supporting the financial request	6.67 out of 10	

Stock Market Game

Composite Score	Illinois	91.00 out of 100	
	International	77.20 out of 100	
Role Play 2	Illinois	91.00 out of 100	
	International	73.75 out of 100	
The written entry and oral presentations show evidence of a realistic knowledge of investment trends and financial markets.		6.00 out of 6	
The stock portfolio exhibits diversity across sectors of the economy.		5.00 out of 6	
The written and oral presentations demonstrate an understanding of investment objectives.		13.00 out of 14	
The written and oral presentations demonstrate correct use of investment terminology.		5.00 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.		13.00 out of 14	
The written and oral presentations explain the effectiveness of the strategy.		12.00 out of 13	
The written and oral presentations explain changes in strategy for future investments.		11.00 out of 13	
The written plan shows creativity in design and execution.		5.00 out of 6	
The oral presentation proceeds in a logical, organized manner and is appropriate to the investment industry.		6.00 out of 6	
All members of the team participating in the oral presentation contributed equally.		6.00 out of 6	
Participants answered the judge's questions knowledgeably and professionally.		6.00 out of 6	
The written entry exhibited neatness, proper grammar and spelling.		3.00 out of 4	

Travel and Tourism Team Decision Making

Composite Score	Illinois	71.25 out of 100	
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Travel and Tourism Team Decision Making, continued

	International	73.07 out of 100	
Role Play 2	Illinois	71.25 out of 100	
	International	71.70 out of 100	
Explain the nature and scope of the product/service management function.		7.50 out of 10	
Describe the nature of product bundling.		7.75 out of 10	
Describe factors used by marketers to position products/services.		6.50 out of 10	
Describe factors used by businesses to position corporate brands.		6.25 out of 10	
Describe factors that influence customer/client/business buying behavior.		7.00 out of 10	
Discuss actions employees can take to achieve the company's desired results.		6.25 out of 10	
Explain the types of promotion.		7.25 out of 10	
Reason effectively and use systems thinking.		4.25 out of 6	
Make judgments and decisions, and solve problems.		4.25 out of 6	
Communicate clearly and show evidence of collaboration.		5.00 out of 6	
Show evidence of creativity.		4.25 out of 6	
Overall impression and responses to the judge's questions.		5.00 out of 6	