




















# Judge Assessment

## Illinois

Region: IL

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### Accounting Applications Series

<b>Composite Score</b>	<b>Illinois</b>	<b>73.00 out of 100</b>	
	<b>International</b>	<b>64.38 out of 100</b>	
Final Role-Play	Illinois	67.50 out of 100	
	International	67.94 out of 100	
Calculate the time value of money?		8.50 out of 14	
Calculate employee deductions?		9.50 out of 14	
Explain the time value of money?		10.50 out of 14	
Maintain financial records?		9.00 out of 14	
Describe the need for financial information?		10.00 out of 14	
Reason effectively and use systems thinking?		4.00 out of 6	
Make judgments and decisions, and solve problems?		3.50 out of 6	
Communicate clearly?		5.00 out of 6	
Show evidence of creativity?		3.50 out of 6	
Overall impression and responses to the judge's questions		4.00 out of 6	
Role Play 1	Illinois	74.50 out of 100	
	International	67.43 out of 100	
Determine the cost/value of inventory?		11.75 out of 14	
Explain the role of managerial accounting techniques in business management?		11.75 out of 14	
Explain the impact of business operational practices ?		10.75 out of 14	
Discuss the use of cost-volume-profit analysis?		10.25 out of 14	
Describe marginal analysis techniques and applications?		9.25 out of 14	
Reason effectively and use systems thinking?		4.25 out of 6	
Make judgments and decisions, and solve problems?		4.00 out of 6	
Communicate clearly?		4.00 out of 6	
Show evidence of creativity?		4.00 out of 6	
Overall impression and responses to the judge's questions		4.50 out of 6	

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### Accounting Applications Series, continued

Role Play 2	Illinois	74.25 out of 100	
	International	60.86 out of 100	
Explain the concept of accounting?		10.00 out of 14	
Describe the concept of insurance?		11.50 out of 14	
Prepare worksheets?		10.50 out of 14	
Discuss the nature of cost allocation?		11.00 out of 14	
Explain the role of managerial accounting techniques in business management?		11.50 out of 14	
Reason effectively and use systems thinking?		3.50 out of 6	
Make judgments and decisions, and solve problems?		3.75 out of 6	
Communicate clearly?		4.75 out of 6	
Show evidence of creativity?		3.75 out of 6	
Overall impression and responses to the judge's questions		4.00 out of 6	

### Advertising Campaign Event

<b>Composite Score</b>	<b>Illinois</b>	<b>87.44 out of 100</b>	
	<b>International</b>	<b>80.20 out of 100</b>	
Final Role-Play	Illinois	83.00 out of 100	
	International	79.60 out of 100	
The oral presentation clearly expands and develops the objectives as written in the fact sheets		14.00 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.		6.00 out of 8	
The media selection is realistic and properly defined in terms of reach, frequency and continuity		7.00 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.		5.00 out of 8	
The advertising scheduled shows continuity and logical order		6.00 out of 8	
The campaign has a realistic length and promotions are scheduled properly in relation to the stated target markets.		5.00 out of 8	
The campaign stresses product and/or service benefits that appeal to the target markets described.		6.00 out of 8	






















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### Advertising Campaign Event, continued

Anticipated sales are given and are realistic in terms of length and budget of the campaign. Mentions how the results will be evaluated.	6.00 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.	7.00 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.	7.00 out of 7	
The campaign shows real creativity and uses a unique and effective approach.	7.00 out of 7	
Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage.	3.00 out of 4	
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present.	4.00 out of 4	
Role Play 2	Illinois 88.71 out of 100	
	International 80.27 out of 100	
The oral presentation clearly expands and develops the objectives as written in the fact sheets	13.43 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.	7.43 out of 8	
The media selection is realistic and properly defined in terms of reach, frequency and continuity	7.00 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.	6.29 out of 8	
The advertising scheduled shows continuity and logical order	7.43 out of 8	
The campaign has a realistic length and promotions are scheduled properly in relation to the stated target markets.	7.43 out of 8	
The campaign stresses product and/or service benefits that appeal to the target markets described.	7.14 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.	7.00 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.	6.43 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.	5.29 out of 7	
The campaign shows real creativity and uses a unique and effective approach.	6.43 out of 7	
Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage.	3.71 out of 4	
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present.	3.71 out of 4	

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Advertising Campaign Event, continued

Apparel & Accessories Marketing Series

<b>Composite Score</b>	<b>Illinois</b>	<b>77.40 out of 100</b>	
	<b>International</b>	<b>69.90 out of 100</b>	
Final Role-Play	Illinois	80.00 out of 100	
	International	80.60 out of 100	
Explain the selling process?		13.00 out of 14	
Explain the role of customer service as a component of selling relationships?		13.00 out of 14	
Pack and wrap purchases?		9.50 out of 14	
Discuss actions employees can take to achieve the company's desired results?		13.00 out of 14	
Demonstrate connections between company actions and results?		11.50 out of 14	
Reason effectively and use systems thinking?		4.00 out of 6	
Make judgments and decisions, and solve problems?		3.00 out of 6	
Communicate clearly?		3.50 out of 6	
Show evidence of creativity?		4.50 out of 6	
Overall impression and responses to the judge's questions		5.00 out of 6	
Role Play 1	Illinois	71.00 out of 100	
	International	69.90 out of 100	
Explain the importance of merchandising to retailers?		11.50 out of 14	
Analyze competitors' offerings?		11.25 out of 14	
Generate product ideas?		10.50 out of 14	
Explain the concept of product mix?		9.25 out of 14	
Describe factors used by businesses to position corporate brands?		6.50 out of 14	
Reason effectively and use systems thinking?		4.75 out of 6	
Make judgments and decisions, and solve problems?		4.50 out of 6	
Communicate clearly?		4.25 out of 6	
Show evidence of creativity?		4.50 out of 6	

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### Apparel & Accessories Marketing Series, continued

Overall impression and responses to the judge's questions		4.00 out of 6	
Role Play 2	Illinois	82.50 out of 100	
	International	68.62 out of 100	
Explain the concept of product mix?		12.75 out of 14	
Scan marketplace to identify factors that could influence merchandising decisions?		12.00 out of 14	
Explain the relationship between customer service and distribution?		13.00 out of 14	
Maintain inventory levels?		11.00 out of 14	
Explain storing considerations?		10.50 out of 14	
Reason effectively and use systems thinking?		4.75 out of 6	
Make judgments and decisions, and solve problems?		5.00 out of 6	
Communicate clearly?		4.50 out of 6	
Show evidence of creativity?		4.75 out of 6	
Overall impression and responses to the judge's questions		4.25 out of 6	

### Automotive Services Marketing Series

<b>Composite Score</b>	<b>Illinois</b>	<b>77.38 out of 100</b>	
	<b>International</b>	<b>76.52 out of 100</b>	
Role Play 1	Illinois	80.50 out of 100	
	International	78.99 out of 100	
Explain the nature of a promotional plan?		12.25 out of 14	
Describe the use of technology in the promotion function?		11.75 out of 14	
Explain the nature of direct marketing channels?		12.00 out of 14	
Describe word-of-mouth channels used to communicate with targeted audiences?		11.75 out of 14	
Describe factors used by businesses to position corporate brands?		10.75 out of 14	
Reason effectively and use systems thinking?		4.50 out of 6	
Make judgments and decisions, and solve problems?		4.25 out of 6	

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### Automotive Services Marketing Series, continued

Communicate clearly?		4.00 out of 6	
Show evidence of creativity?		4.75 out of 6	
Overall impression and responses to the judge's questions		4.50 out of 6	
Role Play 2	Illinois	74.25 out of 100	
	International	72.75 out of 100	
Analyze the impact of technology on marketing?		10.75 out of 14	
Discuss actions employees can take to achieve the company's desired results?		10.75 out of 14	
Discuss motivational theories that impact buying behavior?		10.50 out of 14	
Explain the role of customer service as a component of selling relationships?		10.25 out of 14	
Explain key factors in building a clientele?		10.75 out of 14	
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?		4.50 out of 6	
Show evidence of creativity?		4.00 out of 6	
Overall impression and responses to the judge's questions		4.25 out of 6	

### Business Finance Series

<b>Composite Score</b>	<b>Illinois</b>	<b>60.80 out of 100</b>	
	<b>International</b>	<b>68.14 out of 100</b>	
Role Play 1	Illinois	69.67 out of 100	
	International	66.92 out of 100	
Discuss the Financial Planning Process?		10.00 out of 14	
Describe the nature of income statements?		9.67 out of 14	
Explain the role of finance in business?		10.33 out of 14	
Discuss the nature of cost allocation?		9.33 out of 14	
Explain the nature of managerial cost accounting?		10.00 out of 14	

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### Business Finance Series, continued

Reason effectively and use systems thinking?	3.33 out of 6	
Make judgments and decisions, and solve problems?	4.00 out of 6	
Communicate clearly?	4.00 out of 6	
Show evidence of creativity?	4.33 out of 6	
Overall impression and responses to the judge's questions	4.67 out of 6	

Role Play 2	Illinois	47.50 out of 100	
	International	68.66 out of 100	
Explain the purpose of Internal Accounting Controls?		9.00 out of 14	
Interpret a pay stub?		5.50 out of 14	
Explain the role of managerial accounting techniques in business management?		5.50 out of 14	
Explain legal considerations for accounting?		6.50 out of 14	
Discuss the role of ethics in finance?		8.00 out of 14	
Reason effectively and use systems thinking?		2.50 out of 6	
Make judgments and decisions, and solve problems?		2.50 out of 6	
Communicate clearly?		3.00 out of 6	
Show evidence of creativity?		2.00 out of 6	
Overall impression and responses to the judge's questions		3.00 out of 6	

### Business Growth Plan

<b>Composite Score</b>	Illinois	71.00 out of 100	
	International	72.77 out of 100	
Role Play 1	Illinois	68.33 out of 100	
	International	68.56 out of 100	
One- to three-page description of the project		1.67 out of 3	
Type of business owned and operated and description of the current business operations		3.33 out of 4	
Description of the products and/or services offered		3.33 out of 4	

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### Business Growth Plan, continued

Unique characteristics of the business	3.00 out of 4	
Strengths of the business	2.33 out of 3	
Weaknesses of the business	1.67 out of 3	
Opportunities available for the business	2.33 out of 3	
Threats to the business	1.67 out of 3	
Expansion Opportunities	3.00 out of 4	
Marketing Plan	3.00 out of 4	
Demographics of market area	2.33 out of 3	
Current financial situation	1.67 out of 4	
Capital needed for expansion opportunities	2.00 out of 4	
Fixed overhead and cost of operations	2.33 out of 4	
Time to achieve profitability	2.67 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	75.00 out of 100	
	International	77.82 out of 100	
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation		7.00 out of 8	
Create processes for ongoing opportunity recognition		5.67 out of 8	
Develop plan to invest resources into improving current products or creating new ones		6.33 out of 8	
Assess risks associated with the venture		5.67 out of 8	
Determine relationships among total revenue, marginal revenue, output and profit		5.33 out of 8	

### Business Law and Ethics Team Decision Making

Composite Score	Illinois	76.00 out of 100	
	International	75.65 out of 100	
Role Play 2	Illinois	76.00 out of 100	
	International	76.39 out of 100	



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### Business Law and Ethics Team Decision Making, continued

Describe marketing functions and related activities?	7.25 out of 10	
Explain factors that influence customer/client/business buying behavior?	8.00 out of 10	
Identify company's brand promise?	8.75 out of 10	
Explain the nature of business ethics?	7.50 out of 10	
Explain the concept of competition?	7.25 out of 10	
Determine factors affecting business risk?	7.50 out of 10	
Identify factors affecting a business's profit?	7.00 out of 10	
Reason effectively and use systems thinking?	4.75 out of 6	
Make judgments and decisions, and solve problems?	4.25 out of 6	
Communicate clearly and show evidence of collaboration?	4.75 out of 6	
Show evidence of creativity?	4.25 out of 6	
Overall impression and responses to the judge's questions	4.75 out of 6	

### Business Service Marketing Series

<b>Composite Score</b>	<b>Illinois</b>	<b>75.71 out of 100</b>	
	<b>International</b>	<b>70.88 out of 100</b>	
Final Role-Play	Illinois	96.00 out of 100	
	International	86.75 out of 100	
Explain the selling process?		13.00 out of 14	
Explain key factors in building a clientele?		14.00 out of 14	
Explain the role of customer service as a component of selling relationships?		14.00 out of 14	
Discuss actions employees can take to achieve the company's desired results?		13.00 out of 14	
Identify product's/service's competitive advantage?		14.00 out of 14	
Reason effectively and use systems thinking?		5.00 out of 6	
Make judgments and decisions, and solve problems?		6.00 out of 6	
Communicate clearly?		6.00 out of 6	
Show evidence of creativity?		5.00 out of 6	

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### Business Service Marketing Series, continued

Overall impression and response to the judge's questions		6.00 out of 6	
Role Play 1	Illinois	74.67 out of 100	
	International	69.03 out of 100	
Explain the nature of a promotional plan?		10.67 out of 14	
Identify types of public-relations activities?		10.67 out of 14	
Explain communications channels used in public-relations activities?		10.67 out of 14	
Explain the role of promotion as a marketing function?		9.67 out of 14	
Discuss actions employees can take to achieve the company's desired results?		10.67 out of 14	
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?		4.33 out of 6	
Show evidence of creativity?		4.33 out of 6	
Overall impression and response to the judge's questions		3.67 out of 6	
Role Play 2	Illinois	70.00 out of 100	
	International	70.82 out of 100	
Explain the nature and scope of purchasing?		10.33 out of 14	
Discuss the importance of utilizing ethical purchasing methods?		9.67 out of 14	
Explain the impact of purchasing process on productivity?		10.33 out of 14	
Select vendors?		11.33 out of 14	
Identify product's/service's competitive advantage?		10.33 out of 14	
Reason effectively and use systems thinking?		3.67 out of 6	
Make judgments and decisions, and solve problems?		4.00 out of 6	
Communicate clearly?		3.67 out of 6	
Show evidence of creativity?		3.00 out of 6	
Overall impression and response to the judge's questions		3.67 out of 6	

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Business Service Marketing Series, continued

Business Services Operations Research

<b>Composite Score</b>	<b>Illinois</b>	<b>62.50 out of 100</b>	
	<b>International</b>	<b>76.38 out of 100</b>	
Role Play 1	Illinois	59.17 out of 100	
	International	72.41 out of 100	
Executive Summary: One- to three-page description of the project		3.00 out of 5	
Description of the business or organization		2.00 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 promotional strategies and practices		2.00 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		4.00 out of 6	
Findings of the research study		3.00 out of 4	
Conclusions based on the findings		1.50 out of 4	
Objectives and rationale of the proposed strategic plan		3.50 out of 6	
Proposed activities and timelines		3.00 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness		3.00 out of 6	
Costs associated with proposed strategies		2.50 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		2.00 out of 4	
Role Play 2	Illinois	67.50 out of 100	
	International	80.33 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		7.50 out of 10	
Describe methods used to design research study?		3.50 out of 6	
Interpret the research data into information for decision-making?		4.00 out of 6	
Describe strategies and approaches for leading change?		4.00 out of 6	
Describe the nature of budgets?		3.50 out of 6	

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### Business Services Operations Research, continued

Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all 4.50 out of 6



### Buying and Merchandising Operations Research

**Composite Score** Illinois **77.20 out of 100** International **78.50 out of 100**

Role Play 1 Illinois 73.33 out of 100 International 74.25 out of 100

Executive Summary: One- to three-page description of the project 3.20 out of 5



Description of the business or organization 2.00 out of 3



Description of the community (economic, geographic, demographic and socioeconomic factors) 2.40 out of 3



Overview of the business or organization's current promotional strategies and practices 2.20 out of 3



Description and rationale of research methodologies selected to conduct the research study 4.40 out of 6



Process used to conduct the selected research methods 4.20 out of 6



Findings of the research study 3.20 out of 4



Conclusions based on the findings 3.00 out of 4



Objectives and rationale of the proposed strategic plan 4.20 out of 6



Proposed activities and timelines 4.60 out of 6



Proposed metrics or key performance indicators to measure plan effectiveness 4.60 out of 6



Costs associated with proposed strategies 2.80 out of 4



Professional layout, neatness, proper grammar, spelling and word usage 3.20 out of 4



Role Play 2 Illinois 83.00 out of 100 International 83.44 out of 100

Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation 9.20 out of 10



Describe methods used to design research study? 5.20 out of 6



Interpret the research data into information for decision-making? 4.80 out of 6



Describe strategies and approaches for leading change? 4.80 out of 6



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### Buying and Merchandising Operations Research, continued

Describe the nature of budgets?	3.80 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	5.40 out of 6	

### Buying and Merchandising Team Decision Making

<b>Composite Score</b>	<b>Illinois</b>	<b>77.50 out of 100</b>	
	<b>International</b>	<b>74.49 out of 100</b>	
Role Play 2	Illinois	77.50 out of 100	
	International	74.46 out of 100	
Explain the nature of product/service branding?		7.50 out of 10	
Describe the role of customer voice in branding?		7.00 out of 10	
Explain the nature of marketing plans?		8.00 out of 10	
Explain the concept of market and market identification?		8.00 out of 10	
Explain the concept of marketing strategies?		7.00 out of 10	
Explain the role of situation analysis in the marketing planning process?		7.00 out of 10	
Explain factors affecting pricing decisions?		7.00 out of 10	
Reason effectively and use systems thinking?		5.00 out of 6	
Make judgments and decisions, and solve problems?		4.50 out of 6	
Communicate clearly and show evidence of collaboration?		6.00 out of 6	
Show evidence of creativity?		5.00 out of 6	
Overall impression and responses to the judge's questions		5.50 out of 6	

### Community Service Project

<b>Composite Score</b>	<b>Illinois</b>	<b>70.40 out of 100</b>	
	<b>International</b>	<b>79.44 out of 100</b>	
Role Play 1	Illinois	68.00 out of 100	
	International	76.90 out of 100	
Executive Summary: One- to three-page description of the project		2.40 out of 4	

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### Community Service Project, continued

Historic background of the selected community service or charity	2.40 out of 4	
Description of the local DECA chapter, school and community	3.00 out of 4	
Purpose of the project	3.20 out of 5	
Rationale for selecting the community service or charitable project	3.40 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	3.60 out of 5	
Organizational chart, member involvement and job description	3.20 out of 5	
Description of the project and documentation	3.00 out of 5	
Impact goal for the beneficiary	3.20 out of 4	
Evaluation of the project	3.40 out of 5	
Impact of the community service or charitable project	3.60 out of 5	
Recommendation(s) for future projects	3.20 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	3.20 out of 5	

Role Play 2	Illinois	74.00 out of 100	
	International	82.02 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		5.80 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?		3.80 out of 5	
Manage the project team?		3.60 out of 5	
Evaluate and close the project?		3.40 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		5.00 out of 7	

### Creative Marketing Project

<b>Composite Score</b>	<b>Illinois</b>	<b>76.33 out of 100</b>	
	<b>International</b>	<b>79.75 out of 100</b>	
Role Play 1	Illinois	73.61 out of 100	

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### Creative Marketing Project, continued

	International	78.32 out of 100	
Executive Summary: One- to three-page description of the project		2.67 out of 4	
Statement of problem		3.00 out of 4	
Significance of the problem studied		2.83 out of 4	
Appropriate background information		3.50 out of 4	
Description of secondary research conducted		3.00 out of 4	
Description of primary research conducted		3.50 out of 4	
Description of the involvement of chapter members and businesspeople		3.33 out of 4	
Presentation of findings		4.17 out of 6	
Presentation of conclusions		3.50 out of 6	
Recommendations resulting from the study		3.33 out of 4	
Projected outcomes from the implementation		2.50 out of 4	
Plan for implementing the recommendations		3.33 out of 4	
Project presented to appropriate officials		3.00 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		2.50 out of 4	
Role Play 2	Illinois	80.42 out of 100	
	International	80.58 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		5.50 out of 8	
Initiate the project?		4.33 out of 5	
Execute and control the project?		3.50 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	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		5.33 out of 7	

### Entrepreneurship Promotion Project

<b>Composite Score</b>	<b>Illinois</b>	<b>77.00 out of 100</b>	
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### Entrepreneurship Promotion Project, continued

	<b>International</b>	<b>77.38 out of 100</b>	
Role Play 1	Illinois	72.00 out of 100	
	International	74.00 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		4.80 out of 7	
Purpose of activity(ies)		6.60 out of 8	
Planning and organization of activity(ies)		5.60 out of 8	
Implementation of activity(ies)		5.60 out of 8	
Evaluation of campaign targeted at the outside audience		5.20 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	84.50 out of 100	
	International	79.00 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		6.40 out of 8	
Initiate the project?		4.40 out of 5	
Execute and control the project?		4.00 out of 5	
Manage the project schedule?		4.00 out of 5	
Manage the project team?		5.00 out of 5	
Evaluate and close the project?		4.00 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		6.00 out of 7	

### Fashion Merchandising Promotion Plan

<b>Composite Score</b>	<b>Illinois</b>	<b>81.33 out of 100</b>	
	<b>International</b>	<b>77.39 out of 100</b>	
Final Role-Play	Illinois	68.00 out of 100	
	International	80.53 out of 100	













# Judge Assessment

## Illinois

Region: IL

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### Fashion Merchandising Promotion Plan, continued

The written and oral presentations show evidence of a realistic knowledge of fashion merchandising trends.	4.75 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.	3.00 out of 7	
The schedule of events shows continuity and logical order.	4.50 out of 7	
The responsibility sheet is compatible with the size and location of the store described.	4.00 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?	7.25 out of 14	
The oral presentation and the written plan are logical, complete and workable for the particular situation.	10.50 out of 16	
The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training.	12.00 out of 14	
Participant overcame objections by answering the judge's questions.	11.00 out of 14	
Professional layout, neatness, proper grammar, spelling and word usage.	6.00 out of 7	

### Role Play 2

Illinois











92.00 out of 100



International

77.03 out of 100



The written and oral presentations show evidence of a realistic knowledge of fashion merchandising trends.	6.60 out of 7	
The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques.	6.60 out of 7	
The budget is realistic for the promotion plan based on the size and location of the store.	6.00 out of 7	
The schedule of events shows continuity and logical order.	6.00 out of 7	
The responsibility sheet is compatible with the size and location of the store described.	6.60 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?	12.60 out of 14	
The oral presentation and the written plan are logical, complete and workable for the particular situation.	14.80 out of 16	
The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training.	13.00 out of 14	
Participant overcame objections by answering the judge's questions.	13.00 out of 14	
Professional layout, neatness, proper grammar, spelling and word usage.	6.80 out of 7	

# Judge Assessment
























## Illinois

Region: IL

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Fashion Merchandising Promotion Plan, continued

Finance Operations Research Event

<b>Composite Score</b>	<b>Illinois</b>	<b>75.38 out of 100</b>	
	<b>International</b>	<b>74.79 out of 100</b>	
Role Play 1	Illinois	83.33 out of 100	
	International	72.76 out of 100	
Executive Summary: One- to three-page description of the project		4.63 out of 5	
Description of the business or organization		2.00 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)		2.38 out of 3	
Overview of the business or organization's current promotional strategies and practices		2.00 out of 3	
Description and rationale of research methodologies selected to conduct the research study		4.50 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		3.38 out of 4	
Objectives and rationale of the proposed strategic plan		5.38 out of 6	
Proposed activities and timelines		5.38 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness		5.13 out of 6	
Costs associated with proposed strategies		3.25 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		3.75 out of 4	
Role Play 2	Illinois	63.44 out of 100	
	International	76.55 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		6.13 out of 10	
Describe methods used to design research study?		4.13 out of 6	
Interpret the research data into information for decision-making?		4.13 out of 6	
Describe strategies and approaches for leading change?		4.25 out of 6	
Describe the nature of budgets?		3.25 out of 6	

# Judge Assessment

## Illinois

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### Finance Operations Research Event, continued

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

3.50 out of 6



### Financial Consulting

#### Composite Score

Illinois 71.25 out of 100



International 72.18 out of 100



#### Final Role-Play

Illinois 62.00 out of 100



International 69.06 out of 100



Presented an effective and engaging opening

4.00 out of 7



Established relationship with customer/client

4.00 out of 8



Communicated understanding of customer/client needs

5.00 out of 8



Facilitated customer/client buying decisions

4.00 out of 8



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

5.00 out of 8



Demonstrated or explained product(s)/service(s)/action(s)

6.00 out of 8



Properly stated features and benefits of product(s)/service(s)/action(s)

4.00 out of 7



Prescribed solution to customer/client needs

5.00 out of 8



Effectively answered customer/client questions and concerns

5.00 out of 8



Effectively closed the sale or ended the consultation

5.00 out of 10



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

7.00 out of 10



Professional appearance, poise and confidence

4.00 out of 5



Overall general impression

4.00 out of 5



#### Role Play 2

Illinois 74.33 out of 100



International 72.52 out of 100



Presented an effective and engaging opening

5.67 out of 7



Established relationship with customer/client

6.00 out of 8



Communicated understanding of customer/client needs

5.00 out of 8



Facilitated customer/client buying decisions

5.33 out of 8



# Judge Assessment

## Illinois

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### Financial Consulting, continued

Recommended specific product(s)/service(s)/action(s)	6.67 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)	5.00 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)	4.33 out of 7	
Prescribed solution to customer/client needs	6.00 out of 8	
Effectively answered customer/client questions and concerns	5.67 out of 8	
Effectively closed the sale or ended the consultation	7.67 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation	9.00 out of 10	
Professional appearance, poise and confidence	4.33 out of 5	
Overall general impression	3.67 out of 5	

### Financial Literacy Promotion Project

<b>Composite Score</b>	<b>Illinois</b>	<b>68.14 out of 100</b>	
	<b>International</b>	<b>78.13 out of 100</b>	
Role Play 1	Illinois	67.38 out of 100	
	International	75.40 out of 100	
Executive Summary: One- to three-page description of the project		5.14 out of 7	
Description of the local DECA chapter and the school and community		5.43 out of 7	
Purpose of activity(ies)		4.71 out of 8	
Planning and organization of activity(ies)		5.71 out of 8	
Implementation of activity(ies)		5.14 out of 8	
Evaluation of campaign		4.57 out of 8	
Recommendations for additional new activity(ies) for future campaigns		5.00 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage		4.71 out of 6	
Role Play 2	Illinois	69.29 out of 100	
	International	80.86 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		5.14 out of 8	

# Judge Assessment

## Illinois

Region: IL

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### Financial Literacy Promotion Project, continued

Initiate the project?	3.57 out of 5	
Execute and control the project?	3.57 out of 5	
Manage the project schedule?	3.57 out of 5	
Manage the project team?	3.57 out of 5	
Evaluate and close the project?	3.86 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	4.43 out of 7	

### Financial Services Team Decision Making

<b>Composite Score</b>	<b>Illinois</b>	<b>79.40 out of 100</b>	
	<b>International</b>	<b>79.14 out of 100</b>	
Role Play 2	Illinois	79.40 out of 100	
	International	79.23 out of 100	
Explain the need to save and invest?		8.20 out of 10	
Describe the relationship between economic conditions and financial markets?		8.60 out of 10	
Describe functions of money?		8.00 out of 10	
Explain the need for financial information?		8.00 out of 10	
Explain the role of finance in business?		8.00 out of 10	
Describe the nature of budgets?		8.00 out of 10	
Discuss the use of managerial accounting techniques in business management?		7.40 out of 10	
Reason effectively and use systems thinking?		4.80 out of 6	
Make judgments and decisions, and solve problems?		4.60 out of 6	
Communicate clearly and show evidence of collaboration?		4.80 out of 6	
Show evidence of creativity?		4.40 out of 6	
Overall impression and responses to the judge's questions		4.60 out of 6	

### Food Marketing Series

<b>Composite Score</b>	<b>Illinois</b>	<b>85.00 out of 100</b>	
	<b>International</b>	<b>74.93 out of 100</b>	



























# Judge Assessment

## Illinois

Region: IL

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### Food Marketing Series, continued

Final Role-Play	Illinois	95.00 out of 100	
	International	91.85 out of 100	
Assess information needs?		14.00 out of 14	
Discuss the nature of data mining?		13.00 out of 14	
Demonstrate basic data mining techniques?		14.00 out of 14	
Identify product's/service's competitive advantage?		13.00 out of 14	
Explain information privacy, security, and confidentiality considerations in business?		13.00 out of 14	
Reason effectively and use systems thinking?		5.00 out of 6	
Make judgments and decisions, and solve problems?		6.00 out of 6	
Communicate clearly?		6.00 out of 6	
Show evidence of creativity?		5.00 out of 6	
Overall impression and response to the judge's questions		6.00 out of 6	
Role Play 1	Illinois	86.50 out of 100	
	International	73.39 out of 100	
Discuss motivational theories that impact buying behavior?		12.25 out of 14	
Explain the selling process?		12.50 out of 14	
Explain the role of customer service as a component of selling relationships?		12.50 out of 14	
Coordinate activities with other departments?		11.50 out of 14	
Explain the concept of marketing strategies?		12.25 out of 14	
Reason effectively and use systems thinking?		5.00 out of 6	
Make judgments and decisions, and solve problems?		5.50 out of 6	
Communicate clearly?		5.25 out of 6	
Show evidence of creativity?		4.75 out of 6	
Overall impression and response to the judge's questions		5.00 out of 6	
Role Play 2	Illinois	81.00 out of 100	
	International	74.41 out of 100	

# Judge Assessment

## Illinois

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### Food Marketing Series, continued

Explain the nature of marketing plans?	11.75 out of 14	
Explain the concept of marketing strategies?	12.50 out of 14	
Explain the concept of market and market identification?	11.50 out of 14	
Identify productâ€™s/serviceâ€™s competitive advantage?	11.75 out of 14	
Explain key factors in building a clientele?	11.00 out of 14	
Reason effectively and use systems thinking?	4.75 out of 6	
Make judgments and decisions, and solve problems?	4.00 out of 6	
Communicate clearly?	5.25 out of 6	
Show evidence of creativity?	3.75 out of 6	
Overall impression and response to the judge's questions	4.75 out of 6	

### Franchise Business Plan

<b>Composite Score</b>	<b>Illinois</b>	<b>68.57 out of 100</b>	
	<b>International</b>	<b>69.90 out of 100</b>	
Role Play 1	Illinois	65.48 out of 100	
	International	65.51 out of 100	
Executive Summary: One- to three-page summary of the business model		2.71 out of 5	
Business History, Background, and Objectives: Description of the company, objectives, company successes and challenges and changes in structure		4.14 out of 6	
Business Environment: Description of how environmental factors may affect the business		3.57 out of 5	
Products and/or Services: List of and descriptions of the products and/or services offered and plans for changes or additions		3.57 out of 5	
Present Market: Description of the present market, growth potential and pricing policy		4.00 out of 5	
Competition: List of the company's primary competitors in the market and identification of their strengths and weaknesses		3.29 out of 5	
Marketing Plan: Description of targeted customers. Description of existing and future marketing techniques.		3.71 out of 6	
Management and Organization: Description of the management team, management team development plan, succession plan, and the need for additional personnel		3.57 out of 6	
Business Resources: Identified major operating equipment, major suppliers, payment terms, outside resources, quality control procedures, availability of skilled labor, training needs, number of full-time and part-time employees, and developed an organizational chart.		3.29 out of 6	













# Judge Assessment

## Illinois












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### Franchise Business Plan, continued

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.		3.86 out of 6	
Conclusion: Specific request for financing, summary of key points supporting the financial request		3.57 out of 5	
Role Play 2	Illinois	73.21 out of 100	
	International	73.41 out of 100	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation		3.71 out of 5	
Assess opportunities for venture creation		4.00 out of 5	
Determine feasibility of venture ideas		3.57 out of 5	
Assess start-up requirements		3.57 out of 5	
Evaluate risk-taking opportunities		3.00 out of 5	
Explain the complexity of business operations		3.57 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit		3.86 out of 5	
Describe marketing functions and related activities		4.00 out of 5	

### Hospitality and Tourism Operations Research

<b>Composite Score</b>	<b>Illinois</b>	<b>75.60 out of 100</b>	
	<b>International</b>	<b>79.51 out of 100</b>	
Role Play 1	Illinois	79.00 out of 100	
	International	77.45 out of 100	
Executive Summary: One- to three-page description of the project		3.00 out of 5	
Description of the business or organization		2.80 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)		2.40 out of 3	
Overview of the business or organization's current promotional strategies and practices		2.40 out of 3	
Description and rationale of research methodologies selected to conduct the research study		4.40 out of 6	
Process used to conduct the selected research methods		4.40 out of 6	
Findings of the research study		3.40 out of 4	

















# Judge Assessment

## Illinois











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### Hospitality and Tourism Operations Research, continued

Conclusions based on the findings		3.80 out of 4	
Objectives and rationale of the proposed strategic plan		4.80 out of 6	
Proposed activities and timelines		4.80 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness		4.80 out of 6	
Costs associated with proposed strategies		3.40 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		3.00 out of 4	
Role Play 2	Illinois	70.50 out of 100	
	International	84.67 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		6.60 out of 10	
Describe methods used to design research study?		4.20 out of 6	
Interpret the research data into information for decision-making?		4.80 out of 6	
Describe strategies and approaches for leading change?		4.00 out of 6	
Describe the nature of budgets?		4.20 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		4.40 out of 6	

### Hospitality and Tourism Professional Selling

<b>Composite Score</b>	<b>Illinois</b>	<b>73.33 out of 100</b>	
	<b>International</b>	<b>72.55 out of 100</b>	
Role Play 2	Illinois	73.33 out of 100	
	International	72.93 out of 100	
Presented an effective and engaging opening		3.33 out of 7	
Established relationship with customer/client		5.67 out of 8	
Communicated understanding of customer/client needs		6.00 out of 8	
Facilitated customer/client buying decisions		5.67 out of 8	
Recommended specific product(s)/service(s)/action(s)		6.33 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)		6.33 out of 8	

# Judge Assessment

## Illinois

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### Hospitality and Tourism Professional Selling, continued

Properly stated features and benefits of product(s)/service(s)/action(s)	5.67 out of 7	
Prescribed solution to customer/client needs	6.33 out of 8	
Effectively answered customer/client questions and concerns	6.67 out of 8	
Effectively closed the sale or ended the consultation	7.67 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation	7.00 out of 10	
Professional appearance, poise and confidence	3.67 out of 5	
Overall general impression	3.00 out of 5	

### Hospitality Services Team Decision Making

<b>Composite Score</b>	<b>Illinois</b>	<b>81.67 out of 100</b>	
	<b>International</b>	<b>70.32 out of 100</b>	
Role Play 2	Illinois	81.67 out of 100	
	International	70.74 out of 100	
Describe marketing functions and related activities?		8.67 out of 10	
Explain factors that influence customer/client/business buying behavior?		8.33 out of 10	
Discuss actions employees can take to achieve the company's desired results?		8.00 out of 10	
Demonstrate connections between company actions and results?		7.33 out of 10	
Explain the concept of marketing strategies?		8.00 out of 10	
Describe factors used by marketers to position products/services?		7.67 out of 10	
Describe factors used by businesses to position corporate brands?		8.00 out of 10	
Reason effectively and use systems thinking?		4.67 out of 6	
Make judgments and decisions, and solve problems?		5.00 out of 6	
Communicate clearly and show evidence of collaboration?		6.00 out of 6	
Show evidence of creativity?		5.33 out of 6	
Overall impression and responses to the judge's questions		4.67 out of 6	

### Hotel and Lodging Management Series

<b>Composite Score</b>	<b>Illinois</b>	<b>77.40 out of 100</b>	
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# Judge Assessment

## Illinois

Region: IL

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### Hotel and Lodging Management Series, continued

	<b>International</b>	<b>69.20 out of 100</b>	
Role Play 1	Illinois	79.40 out of 100	
	International	71.48 out of 100	
Explain the nature of a promotional plan?		11.60 out of 14	
Coordinate activities in the promotional mix?		11.20 out of 14	
Identify communications channels used in sales promotion?		12.00 out of 14	
List special room rates?		10.40 out of 14	
Explain the concept of market and market identification?		10.60 out of 14	
Reason effectively and use systems thinking?		4.60 out of 6	
Make judgments and decisions, and solve problems?		4.60 out of 6	
Communicate clearly?		5.00 out of 6	
Show evidence of creativity?		4.80 out of 6	
Overall impression and response to the judge's questions		4.60 out of 6	
Role Play 2	Illinois	75.40 out of 100	
	International	66.86 out of 100	
Explain the nature of marketing plans?		10.80 out of 14	
Explain the concept of marketing strategies?		11.60 out of 14	
Explain the concept of market and market identification?		11.00 out of 14	
Detail two types of marketing materials for the lodging facility?		10.80 out of 14	
Determine factors used by businesses to position corporate brands?		10.40 out of 14	
Reason effectively and use systems thinking?		4.00 out of 6	
Make judgments and decisions, and solve problems?		3.60 out of 6	
Communicate clearly?		4.80 out of 6	
Show evidence of creativity?		4.00 out of 6	
Overall impression and response to the judge's questions		4.40 out of 6	

### Human Resources Management Series

<b>Composite Score</b>	<b>Illinois</b>	<b>66.63 out of 100</b>	
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# Judge Assessment

## Illinois

Region: IL

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### Human Resources Management Series, continued

	<b>International</b>	<b>70.90 out of 100</b>	
Role Play 1	Illinois	66.25 out of 100	
	International	70.03 out of 100	
Describe talent management issues associated with organizational change?		9.75 out of 14	
Explain how human resources participates in a company's strategic planning process?		8.25 out of 14	
Assess information needed?		10.00 out of 14	
Obtain needed information efficiently?		10.50 out of 14	
Explain the role of ethics in information management?		7.50 out of 14	
Reason effectively and use systems thinking?		4.25 out of 6	
Make judgments and decisions, and solve problems?		3.75 out of 6	
Communicate clearly?		4.25 out of 6	
Show evidence of creativity?		4.25 out of 6	
Overall impression and response to the judge's questions		3.75 out of 6	
Role Play 2	Illinois	67.00 out of 100	
	International	70.60 out of 100	
Document employee issues and recommend solutions?		9.75 out of 14	
Maintain confidentiality in dealing with personnel?		9.00 out of 14	
Ask relevant questions?		8.00 out of 14	
Choose and use appropriate channel for workplace communication?		9.00 out of 14	
Show empathy for others?		10.25 out of 14	
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?		4.50 out of 6	
Show evidence of creativity?		4.00 out of 6	
Overall impression and response to the judge's questions		4.00 out of 6	

### Independent Business Plan

<b>Composite Score</b>	<b>Illinois</b>	<b>68.63 out of 100</b>	
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# Judge Assessment

## Illinois

Region: IL

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### Independent Business Plan, continued

	<b>International</b>	<b>74.01 out of 100</b>	
Role Play 1	Illinois	62.29 out of 100	
	International	69.70 out of 100	
Executive Summary: One- to three-page summary of the business model		3.25 out of 5	
Problem: List of the top three problems the product/service is addressing		2.63 out of 5	
Customer Segments: Description of the target customers		3.00 out of 5	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying		2.38 out of 5	
Solution: Description of the top three features of the product/service		3.00 out of 5	
Channels: Descriptions of the pathways to customers		3.00 out of 5	
Revenue Streams: Description of the revenue model and life time values		3.00 out of 5	
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and any additional costs		3.25 out of 5	
Detailed Financials: Projected income and expenses and proposed plan to meet capital needs		3.63 out of 5	
Key Metrics: Explanation of the key activities that must be measured		3.25 out of 5	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought		3.38 out of 5	
Conclusion: Specific request for financing, summary of key points supporting the financial request		3.63 out of 5	
Role Play 2	Illinois	78.13 out of 100	
	International	76.81 out of 100	
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation		4.13 out of 5	
Assess opportunities for venture creation		4.38 out of 5	
Determine feasibility of venture ideas		4.00 out of 5	
Assess start-up requirements		3.63 out of 5	
Evaluate risk-taking opportunities		4.13 out of 5	
Explain the complexity of business operations		3.50 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit		3.75 out of 5	
Describe marketing functions and related activities		3.75 out of 5	

# Judge Assessment




















## Illinois

Region: IL

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### Independent Business Plan, continued

#### Innovation Plan

<b>Composite Score</b>	<b>Illinois</b>	<b>78.25 out of 100</b>	
	<b>International</b>	<b>72.52 out of 100</b>	
Final Role-Play	Illinois	80.00 out of 100	
	International	71.28 out of 100	
Executive Summary: One-page summary of the business model		11.00 out of 14	
Problem: List of the top three problems the product/service is addressing		13.00 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		8.00 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		12.00 out of 15	
General: Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		12.00 out of 14	
Role Play 2	Illinois	77.67 out of 100	
	International	72.67 out of 100	
Executive Summary: One-page summary of the business model		11.33 out of 14	
Problem: List of the top three problems the product/service is addressing		11.67 out of 14	
Customer Segments: Description of the target customers		11.33 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		11.33 out of 14	
Conclusion: Summary of the key points and feasibility of the business venture		11.00 out of 15	
General: Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		10.00 out of 14	

#### International Business Plan

<b>Composite Score</b>	<b>Illinois</b>	<b>77.43 out of 100</b>	
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# Judge Assessment

## Illinois

Region: IL

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### International Business Plan, continued

	<b>International</b>	<b>77.65 out of 100</b>	
Role Play 1	Illinois	75.00 out of 100	
	International	77.06 out of 100	
Executive Summary: One- to three-page summary of the project		3.43 out of 4	
Analysis of the International Business Situation: Economic, political and legal analysis; trade area and cultural analysis.		3.71 out of 5	
Problem: Description of the top three problems the product/service is addressing		3.29 out of 5	
Customer Segments: Description of target customers		3.14 out of 4	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying		3.43 out of 4	
Solution: Description of the top three features of the product/service		3.71 out of 5	
Channels: Descriptions of the pathways to customers		3.00 out of 4	
Revenue Streams: Description of the revenue model and lifetime values		3.29 out of 5	
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and any additional costs		4.00 out of 5	
Detailed Financials: Projected income and expenses and proposed plan to meet capital needs		4.14 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		3.00 out of 5	
Conclusion: Specific request for financing, summary of key points supporting the financial request		3.14 out of 4	
Role Play 2	Illinois	81.07 out of 100	
	International	78.49 out of 100	
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation		4.43 out of 5	
Assess opportunities for venture creation		4.00 out of 5	
Determine feasibility of venture ideas		4.00 out of 5	
Describe market-entry strategies for conducting business internationally		3.71 out of 5	
Evaluate risk-taking opportunities		3.86 out of 5	
Explain the complexity of business operations		4.14 out of 5	

# Judge Assessment

## Illinois

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### International Business Plan, continued

Determine relationships among total revenue, marginal revenue, output and profit	4.29 out of 5	
Describe marketing functions and related activities	4.00 out of 5	

### Learn and Earn Project

<b>Composite Score</b>	<b>Illinois</b>	<b>83.11 out of 100</b>	
	<b>International</b>	<b>83.06 out of 100</b>	
Final Manual	Illinois	83.33 out of 100	
	International	83.85 out of 100	
Executive Summary: One- to three-page description of the project		4.00 out of 4	
Type of project, product and/or service description, sources of information		3.00 out of 4	
Trading area analysis		4.00 out of 4	
Market segment analysis		4.00 out of 4	
Proposed organization		3.00 out of 4	
Proposed product/service		4.00 out of 4	
Proposed marketing strategies		3.00 out of 4	
Projected operating budget		3.00 out of 4	
Rationale for the projected budget		3.00 out of 4	
General project implementation		3.00 out of 4	
Learning outcomes		4.00 out of 4	
Earning outcomes		3.00 out of 4	
Recommendations for future projects		3.00 out of 4	
Plans for improving the learning and earning outcomes of the project		3.00 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		3.00 out of 4	
Final Role-Play	Illinois	77.50 out of 100	
	International	80.71 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		6.00 out of 8	
Initiate the project?		4.00 out of 5	



# Judge Assessment

## Illinois

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### Learn and Earn Project, continued

Execute and control the project?		4.00 out of 5	
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	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		5.00 out of 7	
Role Play 1	Illinois	80.71 out of 100	
	International	79.54 out of 100	
Executive Summary: One- to three-page description of the project		3.71 out of 4	
Type of project, product and/or service description, sources of information		3.29 out of 4	
Trading area analysis		3.29 out of 4	
Market segment analysis		3.29 out of 4	
Proposed organization		3.29 out of 4	
Proposed product/service		3.57 out of 4	
Proposed marketing strategies		3.29 out of 4	
Projected operating budget		2.43 out of 4	
Rationale for the projected budget		2.43 out of 4	
General project implementation		3.29 out of 4	
Learning outcomes		3.29 out of 4	
Earning outcomes		3.29 out of 4	
Recommendations for future projects		3.29 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		3.29 out of 4	
Role Play 2	Illinois	88.21 out of 100	
	International	88.48 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		7.00 out of 8	
Initiate the project?		4.29 out of 5	

# Judge Assessment

## Illinois

Region: IL

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### Learn and Earn Project, continued

Execute and control the project?	4.57 out of 5	
Manage the project schedule?	3.86 out of 5	
Manage the project team?	4.57 out of 5	
Evaluate and close the project?	4.71 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	6.29 out of 7	

### Marketing Communications Series

<b>Composite Score</b>	<b>Illinois</b>	<b>74.88 out of 100</b>	
	<b>International</b>	<b>74.47 out of 100</b>	
Role Play 1	Illinois	82.25 out of 100	
	International	79.17 out of 100	
Explain the use of social media for digital marketing?		11.75 out of 14	
Implement digital marketing campaign?		11.50 out of 14	
Implement strategies to grow social-media following?		11.75 out of 14	
Leverage social networks for customer engagement?		11.75 out of 14	
Explain the concept of marketing strategies?		12.25 out of 14	
Reason effectively and use systems thinking?		4.75 out of 6	
Make judgments and decisions, and solve problems?		4.50 out of 6	
Communicate clearly?		4.75 out of 6	
Show evidence of creativity?		4.75 out of 6	
Overall impression and response to the judge's questions		4.50 out of 6	
Role Play 2	Illinois	67.50 out of 100	
	International	69.71 out of 100	
Write content for use in social media?		7.75 out of 14	
Demonstrate problem-solving skills?		9.25 out of 14	
Explain the nature of effective communication?		10.00 out of 14	

# Judge Assessment

## Illinois

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### Marketing Communications Series, continued

Demonstrate responsible behavior?	11.00 out of 14	
Demonstrate ethical work habits?	9.25 out of 14	
Reason effectively and use systems thinking?	3.50 out of 6	
Make judgments and decisions, and solve problems?	3.50 out of 6	
Communicate clearly?	4.75 out of 6	
Show evidence of creativity?	4.25 out of 6	
Overall impression and response to the judge's questions	4.25 out of 6	

### Marketing Management Team Decision Making

<b>Composite Score</b>	<b>Illinois</b>	<b>67.50 out of 100</b>	
	<b>International</b>	<b>74.84 out of 100</b>	
Role Play 2	Illinois	67.50 out of 100	
	International	74.82 out of 100	
Describe marketing functions and related activities?		7.75 out of 10	
Explain factors that influence customer/client/business buying behavior?		6.50 out of 10	
Discuss actions employees can take to achieve the company's desired results?		6.00 out of 10	
Demonstrate connections between company actions and results?		6.25 out of 10	
Persuade others?		6.00 out of 10	
Describe word-of-mouth channels used to communicate with targeted audiences?		8.00 out of 10	
Explain key factors in building a clientele?		6.75 out of 10	
Reason effectively and use systems thinking?		4.00 out of 6	
Make judgments and decisions, and solve problems?		3.50 out of 6	
Communicate clearly and show evidence of collaboration?		4.25 out of 6	
Show evidence of creativity?		4.25 out of 6	
Overall impression and responses to the judge's questions		4.25 out of 6	

### Personal Financial Literacy

<b>Composite Score</b>	<b>Illinois</b>	<b>73.40 out of 100</b>	
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# Judge Assessment

## Illinois

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### Personal Financial Literacy, continued

	<b>International</b>	<b>71.10 out of 100</b>	
Final Role-Play	Illinois	62.00 out of 100	
	International	66.78 out of 100	
Categorize the kinds of expenses that typical renters' policies and typical homeowners' policies cover?		16.00 out of 24	
Analyze the factors that influence the cost of renters' insurance?		15.00 out of 24	
Demonstrate how to file an insurance claim?		15.00 out of 24	
Reason effectively and use systems thinking?		4.00 out of 7	
Communicate clearly?		4.00 out of 7	
Show evidence of creativity?		4.00 out of 7	
Overall impression and responses to the judge's questions		4.00 out of 7	
Role Play 2	Illinois	76.25 out of 100	
	International	71.66 out of 100	
Give examples of employee benefits and explain why they are forms of compensation?		19.75 out of 24	
Differentiate between required employer contributions and additional benefits that an employer might offer?		18.75 out of 24	
Analyze the monetary and non-monetary value of employee benefits in addition to wages and salaries?		15.75 out of 24	
Reason effectively and use systems thinking?		5.75 out of 7	
Communicate clearly?		5.75 out of 7	
Show evidence of creativity?		5.25 out of 7	
Overall impression and responses to the judge's questions		5.25 out of 7	

### Principles of Business Management and Administration

<b>Composite Score</b>	<b>Illinois</b>	<b>73.80 out of 100</b>	
	<b>International</b>	<b>73.16 out of 100</b>	
Final Role-Play	Illinois	65.00 out of 100	
	International	69.75 out of 100	
Discuss the nature of human resources management?		12.00 out of 18	

# Judge Assessment

## Illinois

Region: IL

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### Principles of Business Management and Administration, continued

Explain the role of ethics in human resources management?	13.00 out of 18	
Describe the use of technology in human resources management?	10.00 out of 18	
Orient new employees?	12.00 out of 18	
Reason effectively and use systems thinking?	5.00 out of 7	
Communicate clearly?	5.00 out of 7	
Show evidence of creativity?	4.00 out of 7	
Overall impression and responses to the judge's questions	4.00 out of 7	

Role Play 2	Illinois	76.00 out of 100	
	International	73.56 out of 100	
Explain marketing and its importance in a global economy?		13.00 out of 18	
Describe marketing functions and related activities?		12.50 out of 18	
Explain factors that influence customer/client/business buying behavior?		15.25 out of 18	
Explain factors that influence customer/client/business buying behavior?		13.50 out of 18	
Reason effectively and use systems thinking?		5.50 out of 7	
Communicate clearly?		6.00 out of 7	
Show evidence of creativity?		5.00 out of 7	
Overall impression and responses to the judge's questions		5.25 out of 7	

### Principles of Finance

<b>Composite Score</b>	<b>Illinois</b>	<b>77.60 out of 100</b>	
	<b>International</b>	<b>65.16 out of 100</b>	
Final Role-Play	Illinois	84.00 out of 100	
	International	60.62 out of 100	
Explain routine security precautions?		15.00 out of 18	
Maintain a safe work environment?		15.00 out of 18	
Protect company information and intangibles?		15.00 out of 18	

# Judge Assessment

## Illinois

Region: IL

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### Principles of Finance, continued

Explain information privacy, security, and confidentiality considerations in business?	15.00 out of 18	
Reason effectively and use systems thinking?	6.00 out of 7	
Communicate clearly?	6.00 out of 7	
Show evidence of creativity?	6.00 out of 7	
Overall impression and responses to the judge's questions	6.00 out of 7	

Role Play 2	Illinois	76.00 out of 100	
	International	65.78 out of 100	
Explain the concept of competition?		15.75 out of 18	
Describe factors affecting the business environment?		15.25 out of 18	
Determine factors affecting business risk?		13.75 out of 18	
Identify factors affecting a business's profit?		13.00 out of 18	
Reason effectively and use systems thinking?		4.50 out of 7	
Communicate clearly?		4.50 out of 7	
Show evidence of creativity?		4.75 out of 7	
Overall impression and responses to the judge's questions		4.50 out of 7	

### Principles of Hospitality and Tourism

<b>Composite Score</b>	Illinois	<b>73.75 out of 100</b>	
	International	<b>70.62 out of 100</b>	
Role Play 2	Illinois	73.75 out of 100	
	International	70.17 out of 100	
Explain marketing and its importance in a global economy?		13.25 out of 18	
Describe marketing functions and related activities?		13.50 out of 18	
Discuss actions employees can take to achieve the company's desired results?		13.25 out of 18	
Demonstrate connections between company actions and results?		13.50 out of 18	
Reason effectively and use systems thinking?		5.00 out of 7	

# Judge Assessment

## Illinois

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### Principles of Hospitality and Tourism, continued

Communicate clearly?	5.75 out of 7	
Show evidence of creativity?	4.25 out of 7	
Overall impression and responses to the judge's questions	5.25 out of 7	

### Principles of Marketing

<b>Composite Score</b>	<b>Illinois</b>	<b>71.80 out of 100</b>	
	<b>International</b>	<b>65.53 out of 100</b>	
Final Role-Play	Illinois	48.00 out of 100	
	International	64.33 out of 100	
Discuss the nature of customer relationship management?		9.00 out of 18	
Describe the use of technology in customer relationship management?		8.00 out of 18	
Handle customer/client complaints?		8.00 out of 18	
Reinforce service orientation through communication?		7.00 out of 18	
Reason effectively and use systems thinking?		4.00 out of 7	
Communicate clearly?		4.00 out of 7	
Show evidence of creativity?		4.00 out of 7	
Overall impression and responses to the judge's questions		4.00 out of 7	
Role Play 2	Illinois	77.75 out of 100	
	International	65.68 out of 100	
Explain the nature of effective written communications?		14.75 out of 18	
Explain how digital communications exposes business to risk?		13.75 out of 18	
Distinguish between using social media for business and personal purposes?		15.00 out of 18	
Select and utilize appropriate formats for professional writing?		13.75 out of 18	
Reason effectively and use systems thinking?		5.00 out of 7	
Communicate clearly?		5.50 out of 7	
Show evidence of creativity?		4.75 out of 7	

# Judge Assessment

## Illinois

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### Principles of Marketing, continued

Overall impression and responses to the judge's questions

5.25 out of 7



### Professional Selling Event

#### Composite Score

Illinois 65.33 out of 100

International 70.70 out of 100



#### Role Play 2

Illinois 65.33 out of 100

International 68.83 out of 100



Presented an effective and engaging opening

4.67 out of 7



Established relationship with customer/client

4.33 out of 8



Communicated understanding of customer/client needs

5.00 out of 8



Facilitated customer/client buying decisions

5.00 out of 8



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

5.00 out of 8



Demonstrated or explained product(s)/service(s)/action(s)

5.33 out of 8



Properly stated features and benefits of product(s)/service(s)/action(s)

5.00 out of 7



Prescribed solution to customer/client needs

5.33 out of 8



Effectively answered customer/client questions and concerns

6.00 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

6.67 out of 10



Professional appearance, poise and confidence

3.33 out of 5



Overall general impression

3.33 out of 5



### Public Relations Project

#### Composite Score

Illinois 77.00 out of 100

International 79.73 out of 100



#### Final Manual

Illinois 76.67 out of 100

International 81.33 out of 100



Executive Summary: One- to three-page description of the project

3.00 out of 4





# Judge Assessment

## Illinois

Region: IL

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### Public Relations Project, continued

Statement and description of the issue to be addressed	5.00 out of 5	
Rationale for selecting the issue	4.00 out of 5	
Description of the target population	3.00 out of 5	
Local print and broadcast media available	3.00 out of 4	
Other possible promotional activity(ies)	3.00 out of 4	
Media mix and rationale	4.00 out of 5	
Organizational chart/job descriptions	3.00 out of 4	
Description of the campaign and documentation	4.00 out of 5	
Estimated impact on the target population	3.00 out of 5	
Evaluation of the process	4.00 out of 5	
Recommendations for future campaigns	4.00 out of 5	
Professional layout, neatness, proper grammar, spelling and word usage	3.00 out of 4	
Final Role-Play	Illinois 62.50 out of 100	
	International 85.34 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation	5.00 out of 8	
Initiate the project?	5.00 out of 5	
Execute and control the project?	2.00 out of 5	
Manage the project schedule?	3.00 out of 5	
Manage the project team?	4.00 out of 5	
Evaluate and close the project?	3.00 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	3.00 out of 7	
Role Play 1	Illinois 76.67 out of 100	
	International 77.08 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	3.83 out of 5	
Rationale for selecting the issue	4.00 out of 5	

# Judge Assessment

## Illinois

Region: IL

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### Public Relations Project, continued

Description of the target population	4.00 out of 5	
Local print and broadcast media available	2.83 out of 4	
Other possible promotional activity(ies)	3.33 out of 4	
Media mix and rationale	3.67 out of 5	
Organizational chart/job descriptions	3.17 out of 4	
Description of the campaign and documentation	3.83 out of 5	
Estimated impact on the target population	4.00 out of 5	
Evaluation of the process	3.83 out of 5	
Recommendations for future campaigns	3.33 out of 5	
Professional layout, neatness, proper grammar, spelling and word usage	3.17 out of 4	

Role Play 2	Illinois	85.00 out of 100	
	International	82.64 out of 100	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		6.50 out of 8	
Initiate the project?		4.50 out of 5	
Execute and control the project?		4.33 out of 5	
Manage the project schedule?		3.83 out of 5	
Manage the project team?		4.33 out of 5	
Evaluate and close the project?		4.50 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		6.00 out of 7	

### Quick Serve Restaurant Management Series

Composite Score	Illinois	68.25 out of 100	
	International	73.38 out of 100	
Role Play 1	Illinois	75.50 out of 100	
	International	71.41 out of 100	
Make a list of qualities of successful food service employees?		10.25 out of 14	

# Judge Assessment

## Illinois

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### Quick Serve Restaurant Management Series, continued

Explain the concept of market and market identification?	10.50 out of 14	
Explain the nature of effective communications?	11.25 out of 14	
Demonstrate adaptability?	11.50 out of 14	
“Sell” ideas to others?	10.75 out of 14	
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?	4.75 out of 6	
Show evidence of creativity?	3.75 out of 6	
Overall impression and response to the judge's questions	4.25 out of 6	

Role Play 2	Illinois	61.00 out of 100	
	International	74.99 out of 100	
Demonstrate awareness of operational needs?		9.00 out of 14	
Outline steps to remedy specific problems?		9.25 out of 14	
Develop promotional materials?		7.50 out of 14	
Explain the types of promotion?		7.25 out of 14	
Discuss motivational theories that impact buying behavior?		8.00 out of 14	
Reason effectively and use systems thinking?		3.75 out of 6	
Make judgments and decisions, and solve problems?		3.50 out of 6	
Communicate clearly?		4.50 out of 6	
Show evidence of creativity?		4.00 out of 6	
Overall impression and response to the judge's questions		4.25 out of 6	

### Restaurant and Food Service Management Series

<b>Composite Score</b>	<b>Illinois</b>	<b>71.88 out of 100</b>	
	<b>International</b>	<b>72.19 out of 100</b>	
Role Play 1	Illinois	68.50 out of 100	
	International	73.85 out of 100	

# Judge Assessment

## Illinois

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### Restaurant and Food Service Management Series, continued

Explain the nature and scope of channel management?	8.75 out of 14	
Explain the nature of channel-member relationships?	9.50 out of 14	
Explain the relationship between customer service and channel management?	9.50 out of 14	
Demonstrate awareness of capabilities and limitations of the operation?	10.00 out of 14	
Identify factors affecting a business's profit?	10.25 out of 14	
Reason effectively and use systems thinking?	3.75 out of 6	
Make judgments and decisions, and solve problems?	4.00 out of 6	
Communicate clearly?	4.25 out of 6	
Show evidence of creativity?	4.25 out of 6	
Overall impression and response to the judge's questions	4.25 out of 6	

### Role Play 2

Illinois

75.25 out of 100



International

70.38 out of 100



Explain the nature of marketing plans?	10.75 out of 14	
Explain the concept of marketing strategies?	11.25 out of 14	
Explain the role of situation analysis in the marketing planning process?	9.50 out of 14	
Demonstrate awareness of operational needs?	11.00 out of 14	
Explain factors that influence customer/client/business buying behavior?	12.00 out of 14	
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?	4.50 out of 6	
Show evidence of creativity?	4.25 out of 6	
Overall impression and response to the judge's questions	4.00 out of 6	

### Retail Merchandising Series

#### Composite Score

Illinois

76.67 out of 100



International

68.66 out of 100



# Judge Assessment

## Illinois

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### Retail Merchandising Series, continued

Final Role-Play	Illinois	80.00 out of 100	
	International	88.70 out of 100	
Explain the nature of channel-member relationships?		11.00 out of 14	
Coordinate channel management with other marketing activities?		12.00 out of 14	
Explain the relationship between customer service and channel management?		10.00 out of 14	
Explain the concept of marketing strategies?		11.00 out of 14	
Use cross-merchandising techniques?		13.00 out of 14	
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?		4.00 out of 6	
Show evidence of creativity?		5.00 out of 6	
Overall impression and response to the judge's questions		5.00 out of 6	
Role Play 1	Illinois	70.25 out of 100	
	International	66.22 out of 100	
Explain the need for effective communications?		10.75 out of 14	
Use social media to solicit new ideas and solutions?		10.00 out of 14	
Solicit feedback?		9.75 out of 14	
Establish relationship with customer/client?		8.75 out of 14	
Obtain needed information efficiently?		9.50 out of 14	
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?		4.50 out of 6	
Show evidence of creativity?		4.25 out of 6	
Overall impression and response to the judge's questions		4.25 out of 6	
Role Play 2	Illinois	82.25 out of 100	
	International	68.89 out of 100	

# Judge Assessment

## Illinois

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### Retail Merchandising Series, continued

Plan special events?	12.25 out of 14	
Describe the role of customer voice in branding?	11.50 out of 14	
Explain key factors in building a clientele?	11.75 out of 14	
Establish relationship with customer/client?	11.50 out of 14	
Discuss motivational theories that impact buying behavior?	11.50 out of 14	
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?	5.00 out of 6	
Show evidence of creativity?	4.25 out of 6	
Overall impression and response to the judge's questions	4.50 out of 6	

### School-based Enterprise-Retail Operations

<b>Composite Score</b>	<b>Illinois</b>	<b>51.00 out of 100</b>	
	<b>International</b>	<b>73.11 out of 100</b>	
Role Play 2	Illinois	51.00 out of 100	
	International	71.12 out of 100	
Explain how the SBE plans promotional strategy?		7.00 out of 16	
Explain the use of visual merchandising?		10.00 out of 16	
Plan special events?		6.00 out of 16	
Use cross-merchandising techniques?		11.00 out of 16	
Measure success of promotional efforts?		6.00 out of 16	
Use visuals that are appropriate and enhance the presentation?		7.00 out of 10	
Overall impression of student(s) skill and performance.		4.00 out of 10	

### Sports and Entertainment Marketing Operations Research

<b>Composite Score</b>	<b>Illinois</b>	<b>73.75 out of 100</b>	
	<b>International</b>	<b>79.62 out of 100</b>	

# Judge Assessment

## Illinois

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### Sports and Entertainment Marketing Operations Research, continued

Role Play 1	Illinois	72.50 out of 100	
	International	78.03 out of 100	
Executive Summary: One- to three-page description of the project		4.00 out of 5	
Description of the business or organization		2.25 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)		2.25 out of 3	
Overview of the business or organization's current promotional strategies and practices		2.75 out of 3	
Description and rationale of research methodologies selected to conduct the research study		3.75 out of 6	
Process used to conduct the selected research methods		4.00 out of 6	
Findings of the research study		3.25 out of 4	
Conclusions based on the findings		3.75 out of 4	
Objectives and rationale of the proposed strategic plan		3.75 out of 6	
Proposed activities and timelines		3.50 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness		3.50 out of 6	
Costs associated with proposed strategies		3.25 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage		3.50 out of 4	
Role Play 2	Illinois	75.63 out of 100	
	International	82.68 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		8.00 out of 10	
Describe methods used to design research study?		4.75 out of 6	
Interpret the research data into information for decision-making?		4.00 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		4.50 out of 6	

### Sports and Entertainment Marketing Series

<b>Composite Score</b>	<b>Illinois</b>	<b>79.00 out of 100</b>	
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# Judge Assessment

## Illinois

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### Sports and Entertainment Marketing Series, continued

	<b>International</b>	<b>72.33 out of 100</b>	
Role Play 1	Illinois	78.50 out of 100	
	International	71.68 out of 100	
Identify data monitored for decision making?		11.25 out of 14	
Describe data-collection methods?		11.75 out of 14	
Discuss the nature of sampling plans?		10.25 out of 14	
Describe word-of-mouth channels used to communicate with targeted audiences?		12.50 out of 14	
Identify ways to track marketing-communications activities?		9.25 out of 14	
Reason effectively and use systems thinking?		4.25 out of 6	
Make judgments and decisions, and solve problems?		4.75 out of 6	
Communicate clearly?		5.25 out of 6	
Show evidence of creativity?		4.75 out of 6	
Overall impression and response to the judge's questions		4.50 out of 6	
Role Play 2	Illinois	79.50 out of 100	
	International	71.64 out of 100	
Generate product ideas?		12.00 out of 14	
Explain the concept of product mix?		11.00 out of 14	
Identify product's/service's competitive advantage?		11.50 out of 14	
Explain factors affecting pricing decisions?		11.25 out of 14	
Explain the concept of market and market identification?		11.00 out of 14	
Reason effectively and use systems thinking?		4.00 out of 6	
Make judgments and decisions, and solve problems?		4.25 out of 6	
Communicate clearly?		5.00 out of 6	
Show evidence of creativity?		4.75 out of 6	
Overall impression and response to the judge's questions		4.75 out of 6	

### Sports and Entertainment Marketing Team Decision Making

<b>Composite Score</b>	<b>Illinois</b>	<b>76.67 out of 100</b>	
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# Judge Assessment

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### Sports and Entertainment Marketing Team Decision Making, continued

	International	77.03 out of 100	
Final Role-Play	Illinois	73.00 out of 100	
	International	76.47 out of 100	
Describe marketing functions and related activities?		7.00 out of 10	
Explain factors that influence customer/client/business buying behavior?		7.00 out of 10	
Demonstrate connections between company actions and results?		8.00 out of 10	
Discuss actions employees can take to achieve the company's desired results?		7.00 out of 10	
Explain the role of customer service as a component of selling relationships?		8.00 out of 10	
Explain the concept of marketing strategies?		8.00 out of 10	
Identify customer touch points?		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?		5.00 out of 6	
Overall impression and responses to the judge's questions		4.00 out of 6	
Role Play 2	Illinois	77.40 out of 100	
	International	77.09 out of 100	
Describe the use of customer voice in branding?		8.20 out of 10	
Demonstrate connections between company actions and results?		7.80 out of 10	
Explain the concept of marketing strategies?		7.80 out of 10	
Explain the role of promotion as a marketing function?		7.80 out of 10	
Describe the use of technology in the promotion function?		7.60 out of 10	
Explain the nature of direct marketing channels?		7.00 out of 10	
Describe word-of-mouth channels used to communicate with targeted audiences?		7.00 out of 10	
Reason effectively and use systems thinking?		5.00 out of 6	

# Judge Assessment

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### Sports and Entertainment Marketing Team Decision Making, continued

Make judgments and decisions, and solve problems?	4.80 out of 6	
Communicate clearly and show evidence of collaboration?	5.00 out of 6	
Show evidence of creativity?	4.60 out of 6	
Overall impression and responses to the judge's questions	4.80 out of 6	

### Sports and Entertainment Promotion Plan

<b>Composite Score</b>	<b>Illinois</b>	<b>81.00 out of 100</b>	
	<b>International</b>	<b>79.19 out of 100</b>	
Role Play 2	Illinois	81.00 out of 100	
	International	79.52 out of 100	
The written and oral presentations show evidence of a realistic knowledge of sports and entertainment promotion trends.		5.33 out of 7	
The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques.		5.67 out of 7	
The budget is realistic for the promotion plan based on the size and location of the company/organization.		6.00 out of 7	
The schedule of events shows continuity and logical order.		6.00 out of 7	
The responsibility sheet is compatible with the size and location of the company/organization described.		5.67 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?		11.00 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.		11.00 out of 14	
Participant overcame objections by answering the judge's questions.		12.33 out of 14	
Professional layout, neatness, proper grammar, spelling and word usage.		6.00 out of 7	

### Start-Up Business Plan

<b>Composite Score</b>	<b>Illinois</b>	<b>73.25 out of 100</b>	
	<b>International</b>	<b>70.81 out of 100</b>	
Role Play 2	Illinois	73.25 out of 100	

# Judge Assessment

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### Start-Up Business Plan, continued

	International		
	70.21 out of 100		
Executive Summary: One-page summary of the business model	6.50 out of 10		
Problem: List of the top three problems the product/service is addressing	7.00 out of 9		
Customer Segments: Description of the target customers	7.00 out of 9		
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	6.50 out of 9		
Solution: Description of the top three features of the product/service	6.50 out of 9		
Channels: Descriptions of the pathways to customers	6.25 out of 9		
Revenue Streams: Description of the revenue model and life time values; explanation of the revenue and gross margin	6.75 out of 9		
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and other additional costs	6.25 out of 9		
Key Metrics: Explanation of the key activities that must be measured	6.75 out of 8		
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	7.25 out of 9		
Conclusion: Specific request for financing, summary of key points supporting the financial request	6.50 out of 10		

### Stock Market Game

Composite Score	Illinois	71.00 out of 100	
	International	79.15 out of 100	
Role Play 2	Illinois	71.00 out of 100	
	International	76.43 out of 100	
The written entry and oral presentations show evidence of a realistic knowledge of investment trends and financial markets.		3.00 out of 6	
The stock portfolio exhibits diversity across sectors of the economy.		3.00 out of 6	
The written and oral presentations demonstrate an understanding of investment objectives.		11.00 out of 14	
The written and oral presentations demonstrate correct use of investment terminology.		4.00 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.		9.00 out of 14	
The written and oral presentations explain the effectiveness of the strategy.		9.00 out of 13	







# Judge Assessment

## Illinois
















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### Stock Market Game, continued

The written and oral presentations explain changes in strategy for future investments.	12.00 out of 13	
The written plan shows creativity in design and execution.	3.00 out of 6	
The oral presentation proceeds in a logical, organized manner and is appropriate to the investment industry.	3.00 out of 6	
All members of the team participating in the oral presentation contributed equally.	5.00 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

<b>Composite Score</b>	<b>Illinois</b>	<b>79.75 out of 100</b>	
	<b>International</b>	<b>75.94 out of 100</b>	
Role Play 2	Illinois	79.75 out of 100	
	International	75.40 out of 100	
Explain the nature of marketing plans?		8.00 out of 10	
Identify company's unique selling proposition?		7.50 out of 10	
Explain factors that impact customer/client/business buying behavior?		7.75 out of 10	
Demonstrate connections between company actions and results?		8.75 out of 10	
Describe marketing functions and related activities?		8.25 out of 10	
Explain factors affecting pricing decisions?		8.25 out of 10	
Identify communications channels used in sales promotion?		8.00 out of 10	
Reason effectively and use systems thinking?		4.50 out of 6	
Make judgments and decisions, and solve problems?		4.50 out of 6	
Communicate clearly and show evidence of collaboration?		5.00 out of 6	
Show evidence of creativity?		4.50 out of 6	
Overall impression and responses to the judge's questions		4.75 out of 6	