



















Judge Assessment

Oregon

Region: OR












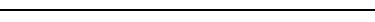






Principles of Business Management and Administration

Composite Score	Oregon	81.50	
	International	75.13	

Oral			
Composite Score	Oregon	81.50 out of 100	
	International	75.13 out of 100	
Describe marketing functions and related activities?	Oregon	15.50 out of 18	
	International	14.44 out of 18	
Explain marketing and its importance in a global environment?	Oregon	14.50 out of 18	
	International	12.89 out of 18	
Explain factors that influence customer/client/business buying behavior?	Oregon	15.75 out of 18	
	International	13.53 out of 18	
Demonstrate connections between company actions and results?	Oregon	15.25 out of 18	
	International	14.01 out of 18	
Reason effectively and use systems thinking?	Oregon	5.00 out of 7	
	International	5.10 out of 7	
Communicate clearly?	Oregon	5.50 out of 7	
	International	5.42 out of 7	
Show evidence of creativity?	Oregon	4.75 out of 7	
	International	4.73 out of 7	
Overall impression and responses to the judges questions	Oregon	5.25 out of 7	
	International	5.01 out of 7	



















Principles of Finance

Composite Score	Oregon	74.33	
	International	79.36	

Oral			
Composite Score	Oregon	74.33 out of 100	
	International	79.36 out of 100	
Describe the nature of emotional intelligence?	Oregon	14.67 out of 18	
	International	15.01 out of 18	
Maintain the confidentiality of others?	Oregon	14.67 out of 18	
	International	14.16 out of 18	
Explain the nature of effective communications?	Oregon	12.00 out of 18	
	International	14.46 out of 18	
Explain the nature of stress management?	Oregon	12.67 out of 18	
	International	13.21 out of 18	
Reason effectively and use systems thinking?	Oregon	6.00 out of 7	
	International	5.55 out of 7	
Communicate clearly?	Oregon	5.33 out of 7	
	International	5.88 out of 7	
Show evidence of creativity?	Oregon	3.33 out of 7	
	International	5.12 out of 7	
Overall impression and responses to the judges questions	Oregon	5.67 out of 7	
	International	5.96 out of 7	

Principles of Hospitality and Tourism

Composite Score	Oregon	79.50	
	International	75.73	

Oral			
Composite Score	Oregon	79.50 out of 100	
	International	75.73 out of 100	
Explain the nature of staff communication?	Oregon	12.50 out of 18	
	International	13.75 out of 18	
Choose and use appropriate channel for workplace communication?	Oregon	16.00 out of 18	
	International	14.21 out of 18	
Employ communication styles appropriate to target audience?	Oregon	16.00 out of 18	
	International	14.13 out of 18	
Apply written directions to achieve tasks?	Oregon	14.50 out of 18	
	International	13.68 out of 18	
Reason effectively and use systems thinking?	Oregon	4.50 out of 7	
	International	4.92 out of 7	
Communicate clearly?	Oregon	6.00 out of 7	
	International	5.28 out of 7	
Show evidence of creativity?	Oregon	5.00 out of 7	
	International	4.73 out of 7	
Overall impression and responses to the judges questions	Oregon	5.00 out of 7	
	International	5.02 out of 7	























Principles of Marketing























Composite Score	Oregon	75.00	
	International	72.00	

Oral			
Composite Score	Oregon	75.00 out of 100	
	International	72.00 out of 100	
Discuss the nature of customer relationship management?	Oregon	13.00 out of 18	
	International	13.26 out of 18	
Explain the role of ethics in customer relationship management?	Oregon	12.67 out of 18	
	International	12.84 out of 18	
Describe the use of technology in customer relationship management?	Oregon	11.67 out of 18	
	International	12.54 out of 18	
Build and maintain relationships with customers?	Oregon	15.33 out of 18	
	International	13.34 out of 18	
Reason effectively and use systems thinking?	Oregon	4.67 out of 7	
	International	4.71 out of 7	
Communicate clearly?	Oregon	6.00 out of 7	
	International	5.39 out of 7	
Show evidence of creativity?	Oregon	6.33 out of 7	
	International	4.90 out of 7	
Overall impression and responses to the judges questions	Oregon	5.33 out of 7	
	International	5.01 out of 7	

Accounting Applications Series

Composite Score	Oregon	81.17	
	International	64.96	

Role Play			
Composite Score	Oregon	84.67 out of 100	
	International	65.35 out of 100	
Describe the nature of business records?	Oregon	12.67 out of 14	
	International	8.77 out of 14	
Overall impression and responses to the judges questions	Oregon	5.00 out of 6	
	International	4.09 out of 6	
Explain methods used to value inventory?	Oregon	11.00 out of 14	
	International	9.12 out of 14	
Determine the cost/value of inventory?	Oregon	12.00 out of 14	
	International	9.59 out of 14	
Record inventory transactions?	Oregon	12.33 out of 14	
	International	8.53 out of 14	
Calculate cost of goods sold?	Oregon	11.67 out of 14	
	International	9.38 out of 14	
Reason effectively and use systems thinking?	Oregon	5.33 out of 6	
	International	3.95 out of 6	
Make judgments and decisions, and solve problems?	Oregon	5.00 out of 6	
	International	3.85 out of 6	
Communicate clearly?	Oregon	5.00 out of 6	
	International	4.29 out of 6	
Show evidence of creativity?	Oregon	4.67 out of 6	
	International	3.78 out of 6	

Role Play 2			
Composite Score	Oregon	77.67 out of 100	
	International	64.57 out of 100	
Explain the nature of payroll expenses?	Oregon	10.67 out of 14	
	International	9.13 out of 14	
Overall impression and responses to the judges questions	Oregon	4.33 out of 6	
	International	3.93 out of 6	
Calculate employee deductions?	Oregon	13.00 out of 14	
	International	9.24 out of 14	
Calculate payroll taxes?	Oregon	12.33 out of 14	
	International	9.37 out of 14	
Explain the nature of tax liabilities?	Oregon	8.67 out of 14	
	International	8.61 out of 14	
Describe the nature of taxes?	Oregon	11.00 out of 14	
	International	8.79 out of 14	
Reason effectively and use systems thinking?	Oregon	5.00 out of 6	
	International	3.90 out of 6	
Make judgments and decisions, and solve problems?	Oregon	4.00 out of 6	
	International	3.64 out of 6	
Communicate clearly?	Oregon	4.33 out of 6	
	International	4.14 out of 6	
Show evidence of creativity?	Oregon	4.33 out of 6	
	International	3.81 out of 6	

Apparel and Accessories Marketing Series

Composite Score	Oregon	72.00	
	International	73.94	

Role Play			
Composite Score	Oregon	74.33 out of 100	
	International	73.62 out of 100	
Explain the importance of merchandising to retailers?	Oregon	9.33 out of 14	
	International	10.71 out of 14	
Overall impression and responses to the judges questions	Oregon	4.33 out of 6	
	International	4.66 out of 6	
Identify factors affecting a business's profit?	Oregon	11.00 out of 14	
	International	10.31 out of 14	
Determine factors affecting business risk?	Oregon	12.67 out of 14	
	International	10.40 out of 14	
Explain the impact of the law of diminishing returns?	Oregon	10.67 out of 14	
	International	9.78 out of 14	
Explain the concept of product mix?	Oregon	8.67 out of 14	
	International	10.23 out of 14	
Reason effectively and use systems thinking?	Oregon	5.33 out of 6	
	International	4.41 out of 6	
Make judgments and decisions, and solve problems?	Oregon	4.33 out of 6	
	International	4.40 out of 6	
Communicate clearly?	Oregon	5.00 out of 6	
	International	4.73 out of 6	
Show evidence of creativity?	Oregon	3.00 out of 6	
	International	4.01 out of 6	

Role Play 2			
Composite Score	Oregon	69.67 out of 100	
	International	74.26 out of 100	
Explain company selling policies?	Oregon	12.33 out of 14	
	International	10.92 out of 14	
Overall impression and responses to the judges questions	Oregon	2.67 out of 6	
	International	3.98 out of 6	
Explain the role of customer service as a component of selling relationships?	Oregon	11.33 out of 14	
	International	11.19 out of 14	
Process returns/exchanges?	Oregon	11.00 out of 14	
	International	10.89 out of 14	
Discuss motivational theories that impact buying behavior?	Oregon	10.67 out of 14	
	International	10.10 out of 14	
Demonstrate a customer-service mindset?	Oregon	10.00 out of 14	
	International	11.05 out of 14	
Reason effectively and use systems thinking?	Oregon	2.67 out of 6	
	International	3.93 out of 6	
Make judgments and decisions, and solve problems?	Oregon	2.67 out of 6	
	International	3.98 out of 6	
Communicate clearly?	Oregon	3.67 out of 6	
	International	4.33 out of 6	
Show evidence of creativity?	Oregon	2.67 out of 6	
	International	3.90 out of 6	

Automotive Services Marketing Series












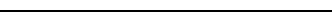










Composite Score	Oregon	95.67	
	International	83.47	












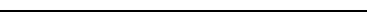








Role Play			
Composite Score	Oregon	93.67 out of 100	
	International	84.38 out of 100	
Explain the nature of channel-member relationships?	Oregon	13.67 out of 14	
	International	11.78 out of 14	
Overall impression and responses to the judges questions	Oregon	5.67 out of 6	
	International	5.11 out of 6	
Describe ethical considerations in channel management?	Oregon	13.00 out of 14	
	International	11.79 out of 14	
Coordinate channel management with other marketing activities?	Oregon	13.00 out of 14	
	International	11.54 out of 14	
Identify product's/service's competitive advantage?	Oregon	13.00 out of 14	
	International	11.99 out of 14	
Identify company's brand promise?	Oregon	13.33 out of 14	
	International	12.19 out of 14	
Reason effectively and use systems thinking?	Oregon	5.67 out of 6	
	International	5.04 out of 6	
Make judgments and decisions, and solve problems?	Oregon	5.33 out of 6	
	International	4.94 out of 6	
Communicate clearly?	Oregon	5.33 out of 6	
	International	5.12 out of 6	
Show evidence of creativity?	Oregon	5.67 out of 6	
	International	4.88 out of 6	

Role Play 2			
Composite Score	Oregon	97.67 out of 100	
	International	82.55 out of 100	
Describe the need for marketing data?	Oregon	14.00 out of 14	
	International	11.62 out of 14	
Overall impression and responses to the judges questions	Oregon	5.67 out of 6	
	International	4.75 out of 6	
Identify data monitored for marketing decision making?	Oregon	14.33 out of 14	
	International	11.58 out of 14	
Describe data-collection methods?	Oregon	13.33 out of 14	
	International	11.59 out of 14	
Recognize/reward others for their efforts and contributions?	Oregon	13.33 out of 14	
	International	11.67 out of 14	
Identify ways to track marketing-communications activities?	Oregon	13.33 out of 14	
	International	11.61 out of 14	
Reason effectively and use systems thinking?	Oregon	6.00 out of 6	
	International	4.84 out of 6	
Make judgments and decisions, and solve problems?	Oregon	5.67 out of 6	
	International	4.91 out of 6	
Communicate clearly?	Oregon	6.00 out of 6	
	International	5.19 out of 6	
Show evidence of creativity?	Oregon	6.00 out of 6	
	International	4.78 out of 6	

Business Finance Services

Composite Score	Oregon	81.67	
	International	75.42	

Role Play			
Composite Score	Oregon	89.67 out of 100	
	International	77.80 out of 100	
Explain the concept of productivity?	Oregon	13.67 out of 14	
	International	11.24 out of 14	
Overall impression and responses to the judges questions	Oregon	5.33 out of 6	
	International	4.74 out of 6	
Analyze the impact of specialization/division of labor on productivity?	Oregon	12.00 out of 14	
	International	10.94 out of 14	
Discuss the use of cost-volume-profit analysis?	Oregon	13.33 out of 14	
	International	11.03 out of 14	
Explain the impact of the law of diminishing returns?	Oregon	14.67 out of 14	
	International	9.90 out of 14	
Apply information to accomplish a task?	Oregon	12.00 out of 14	
	International	11.29 out of 14	
Reason effectively and use systems thinking?	Oregon	5.33 out of 6	
	International	4.69 out of 6	
Make judgments and decisions, and solve problems?	Oregon	5.00 out of 6	
	International	4.81 out of 6	
Communicate clearly?	Oregon	3.67 out of 6	
	International	4.46 out of 6	
Show evidence of creativity?	Oregon	4.67 out of 6	
	International	4.70 out of 6	

Role Play 2			
Composite Score	Oregon	73.67 out of 100	
	International	73.04 out of 100	
Explain the nature of accounting?	Oregon	11.67 out of 14	
	International	10.91 out of 14	
Overall impression and responses to the judges questions	Oregon	4.00 out of 6	
	International	3.80 out of 6	
Maintain internal accounting controls?	Oregon	9.33 out of 14	
	International	10.02 out of 14	
Explain the nature of balance sheets?	Oregon	10.00 out of 14	
	International	10.57 out of 14	
Explain the use of technology in accounting?	Oregon	10.67 out of 14	
	International	10.82 out of 14	
Explain the role of finance in business?	Oregon	11.33 out of 14	
	International	10.30 out of 14	
Reason effectively and use systems thinking?	Oregon	4.00 out of 6	
	International	4.20 out of 6	
Make judgments and decisions, and solve problems?	Oregon	4.00 out of 6	
	International	4.05 out of 6	
Communicate clearly?	Oregon	5.00 out of 6	
	International	4.57 out of 6	
Show evidence of creativity?	Oregon	3.67 out of 6	
	International	3.80 out of 6	

Business Services Marketing Series
















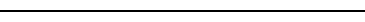






Composite Score	Oregon	84.75	
	International	75.44	






















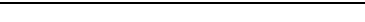
Role Play			
Composite Score	Oregon	83.00 out of 100	
	International	74.36 out of 100	
Explain the nature of a promotional plan?	Oregon	13.00 out of 14	
	International	10.51 out of 14	
Overall impression and responses to the judges questions	Oregon	5.50 out of 6	
	International	4.51 out of 6	
Describe marketing functions and related activities?	Oregon	11.50 out of 14	
	International	10.31 out of 14	
Explain factors that influence customer/client/business buying behavior?	Oregon	11.00 out of 14	
	International	10.36 out of 14	
Demonstrate connections between company actions and results?	Oregon	11.00 out of 14	
	International	10.02 out of 14	
Describe the role of customer voice in branding?	Oregon	12.00 out of 14	
	International	10.47 out of 14	
Reason effectively and use systems thinking?	Oregon	4.50 out of 6	
	International	4.51 out of 6	
Make judgments and decisions, and solve problems?	Oregon	5.00 out of 6	
	International	4.53 out of 6	
Communicate clearly?	Oregon	5.00 out of 6	
	International	4.76 out of 6	
Show evidence of creativity?	Oregon	4.50 out of 6	
	International	4.37 out of 6	

Role Play 2			
Composite Score	Oregon	86.50 out of 100	
	International	76.53 out of 100	
Explain company selling policies?	Oregon	11.50 out of 14	
	International	10.45 out of 14	
Overall impression and responses to the judges questions	Oregon	5.50 out of 6	
	International	4.63 out of 6	
Discuss motivational theories that impact buying behavior?	Oregon	13.00 out of 14	
	International	10.62 out of 14	
Analyze product information to identify product features and benefits?	Oregon	13.00 out of 14	
	International	11.21 out of 14	
Handle customer/client complaints?	Oregon	11.50 out of 14	
	International	10.41 out of 14	
Identify product's/service's competitive advantage?	Oregon	9.50 out of 14	
	International	10.72 out of 14	
Reason effectively and use systems thinking?	Oregon	6.00 out of 6	
	International	4.53 out of 6	
Make judgments and decisions, and solve problems?	Oregon	5.00 out of 6	
	International	4.49 out of 6	
Communicate clearly?	Oregon	5.50 out of 6	
	International	4.97 out of 6	
Show evidence of creativity?	Oregon	6.00 out of 6	
	International	4.50 out of 6	

Entrepreneurship Series























Composite Score	Oregon	76.63	
	International	76.97	





















Role Play			
Composite Score	Oregon	71.00 out of 100	
	International	77.39 out of 100	
Determine hiring needs?	Oregon	9.75 out of 14	
	International	10.71 out of 14	
Overall impression and responses to the judges questions	Oregon	5.00 out of 6	
	International	4.93 out of 6	
Select and hire new employees?	Oregon	10.00 out of 14	
	International	10.98 out of 14	
Foster "right" environment for employees?	Oregon	9.50 out of 14	
	International	10.92 out of 14	
Identify company's brand promise?	Oregon	9.75 out of 14	
	International	10.47 out of 14	
Explain management's role in customer relations?	Oregon	9.25 out of 14	
	International	10.67 out of 14	
Reason effectively and use systems thinking?	Oregon	4.50 out of 6	
	International	4.66 out of 6	
Make judgments and decisions, and solve problems?	Oregon	4.50 out of 6	
	International	4.55 out of 6	
Communicate clearly?	Oregon	4.50 out of 6	
	International	4.90 out of 6	
Show evidence of creativity?	Oregon	4.25 out of 6	
	International	4.61 out of 6	

Role Play 2			
Composite Score	Oregon	82.25 out of 100	
	International	76.55 out of 100	
Explain marketing and its importance in a global economy?	Oregon	11.25 out of 14	
	International	10.39 out of 14	
Overall impression and responses to the judges questions	Oregon	4.75 out of 6	
	International	4.62 out of 6	
Develop marketing plan?	Oregon	11.75 out of 14	
	International	10.75 out of 14	
Explain the concept of market and market identification?	Oregon	11.25 out of 14	
	International	10.62 out of 14	
Explain the concept of marketing strategies?	Oregon	11.75 out of 14	
	International	10.82 out of 14	
Explain factors that influence customer/client/business buying behavior?	Oregon	12.25 out of 14	
	International	10.65 out of 14	
Reason effectively and use systems thinking?	Oregon	4.75 out of 6	
	International	4.66 out of 6	
Make judgments and decisions, and solve problems?	Oregon	4.75 out of 6	
	International	4.69 out of 6	
Communicate clearly?	Oregon	5.00 out of 6	
	International	4.69 out of 6	
Show evidence of creativity?	Oregon	4.75 out of 6	
	International	4.65 out of 6	

Food Marketing Series

Composite Score	Oregon	76.67	
	International	75.67	

Role Play			
Composite Score	Oregon	83.00 out of 100	
	International	79.46 out of 100	
Participate in community outreach activities?	Oregon	10.33 out of 14	
	International	11.20 out of 14	
Overall impression and responses to the judges questions	Oregon	5.00 out of 6	
	International	4.27 out of 6	
Assess long-term value and impact of actions on others?	Oregon	13.00 out of 14	
	International	11.28 out of 14	
Show empathy for others?	Oregon	11.00 out of 14	
	International	11.52 out of 14	
Build trust in relationships?	Oregon	11.33 out of 14	
	International	11.20 out of 14	
Reinforce service orientation through communication?	Oregon	10.00 out of 14	
	International	11.14 out of 14	
Reason effectively and use systems thinking?	Oregon	5.67 out of 6	
	International	4.62 out of 6	
Make judgments and decisions, and solve problems?	Oregon	6.00 out of 6	
	International	4.62 out of 6	
Communicate clearly?	Oregon	5.67 out of 6	
	International	4.96 out of 6	
Show evidence of creativity?	Oregon	5.00 out of 6	
	International	4.63 out of 6	

Role Play 2			
Composite Score	Oregon	70.33 out of 100	
	International	71.89 out of 100	
Explain the nature of marketing plans?	Oregon	10.33 out of 14	
	International	10.22 out of 14	
Overall impression and responses to the judges questions	Oregon	4.00 out of 6	
	International	4.07 out of 6	
Explain the role of situation analysis in the marketing planning process?	Oregon	10.00 out of 14	
	International	10.10 out of 14	
Explain the concept of marketing strategies?	Oregon	9.67 out of 14	
	International	10.24 out of 14	
Coordinate activities in the promotional mix?	Oregon	10.67 out of 14	
	International	10.42 out of 14	
Discuss actions employees can take to achieve the company's desired results?	Oregon	9.33 out of 14	
	International	10.06 out of 14	
Reason effectively and use systems thinking?	Oregon	4.33 out of 6	
	International	4.34 out of 6	
Make judgments and decisions, and solve problems?	Oregon	3.67 out of 6	
	International	4.16 out of 6	
Communicate clearly?	Oregon	5.00 out of 6	
	International	4.27 out of 6	
Show evidence of creativity?	Oregon	3.33 out of 6	
	International	4.01 out of 6	

Hotel and Lodging Management Series























Composite Score	Oregon	68.50	
	International	74.88	























Role Play			
Composite Score	Oregon	69.00 out of 100	
	International	75.18 out of 100	
Identify factors associated with positive customer experiences?	Oregon	9.50 out of 14	
	International	10.65 out of 14	
Overall impression and responses to the judges questions	Oregon	4.50 out of 6	
	International	4.35 out of 6	
Differentiate between offering services and offering products in hospitality and tourism?	Oregon	9.00 out of 14	
	International	9.95 out of 14	
Demonstrate a customer-service mindset?	Oregon	10.00 out of 14	
	International	10.89 out of 14	
Describe the nature of product bundling	Oregon	10.00 out of 14	
	International	10.24 out of 14	
List special room rates?	Oregon	9.00 out of 14	
	International	11.15 out of 14	
Reason effectively and use systems thinking?	Oregon	5.00 out of 6	
	International	4.40 out of 6	
Make judgments and decisions, and solve problems?	Oregon	3.50 out of 6	
	International	4.27 out of 6	
Communicate clearly?	Oregon	4.50 out of 6	
	International	4.85 out of 6	
Show evidence of creativity?	Oregon	4.00 out of 6	
	International	4.43 out of 6	

Role Play 2			
Composite Score	Oregon	68.00 out of 100	
	International	74.58 out of 100	
Explain the role of promotion as a marketing function?	Oregon	10.00 out of 14	
	International	10.46 out of 14	
Overall impression and responses to the judges questions	Oregon	3.50 out of 6	
	International	4.65 out of 6	
Describe the concept of promotion in the hospitality and tourism industry?	Oregon	9.00 out of 14	
	International	10.14 out of 14	
Explain promotional methods used by the hospitality and tourism industry?	Oregon	10.00 out of 14	
	International	10.40 out of 14	
Explain the use of marketing strategies in the hospitality and tourism industry?	Oregon	10.50 out of 14	
	International	10.20 out of 14	
Detail two types of marketing materials for the lodging facility?	Oregon	10.00 out of 14	
	International	10.66 out of 14	
Reason effectively and use systems thinking?	Oregon	3.50 out of 6	
	International	4.44 out of 6	
Make judgments and decisions, and solve problems?	Oregon	4.00 out of 6	
	International	4.42 out of 6	
Communicate clearly?	Oregon	4.00 out of 6	
	International	4.76 out of 6	
Show evidence of creativity?	Oregon	3.50 out of 6	
	International	4.45 out of 6	

Human Resources Management Series












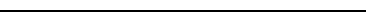










Composite Score	Oregon	85.50	
	International	73.84	












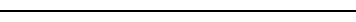










Role Play			
Composite Score	Oregon	84.00 out of 100	
	International	71.64 out of 100	
Distinguish between using social media for business and personal purposes?	Oregon	12.67 out of 14	
	International	10.29 out of 14	
Overall impression and responses to the judges questions	Oregon	5.33 out of 6	
	International	4.28 out of 6	
Explain the nature of staff communications?	Oregon	11.33 out of 14	
	International	9.89 out of 14	
Choose and use appropriate channel for workplace communication?	Oregon	11.00 out of 14	
	International	9.91 out of 14	
Identify ways that technology impacts business?	Oregon	12.33 out of 14	
	International	9.66 out of 14	
Document employee issues and recommend solutions?	Oregon	12.67 out of 14	
	International	10.19 out of 14	
Reason effectively and use systems thinking?	Oregon	4.67 out of 6	
	International	4.24 out of 6	
Make judgments and decisions, and solve problems?	Oregon	4.67 out of 6	
	International	4.42 out of 6	
Communicate clearly?	Oregon	5.33 out of 6	
	International	4.70 out of 6	
Show evidence of creativity?	Oregon	4.00 out of 6	
	International	4.04 out of 6	

Role Play 2			
Composite Score	Oregon	87.00 out of 100	
	International	76.04 out of 100	
Explain standard relocation practices?	Oregon	11.33 out of 14	
	International	10.81 out of 14	
Overall impression and responses to the judges questions	Oregon	5.33 out of 6	
	International	4.48 out of 6	
Assist with employee relocation?	Oregon	11.33 out of 14	
	International	10.87 out of 14	
Perform post-employment offer activities?	Oregon	13.00 out of 14	
	International	10.48 out of 14	
Foster employee engagement and commitment?	Oregon	13.67 out of 14	
	International	10.81 out of 14	
Explain the nature of stress management?	Oregon	12.00 out of 14	
	International	10.27 out of 14	
Reason effectively and use systems thinking?	Oregon	4.67 out of 6	
	International	4.54 out of 6	
Make judgments and decisions, and solve problems?	Oregon	5.67 out of 6	
	International	4.50 out of 6	
Communicate clearly?	Oregon	5.00 out of 6	
	International	4.81 out of 6	
Show evidence of creativity?	Oregon	5.00 out of 6	
	International	4.48 out of 6	

Marketing Communications Series

Composite Score	Oregon	83.75	
	International	76.60	

Role Play			
Composite Score	Oregon	88.75 out of 100	
	International	77.33 out of 100	
Explain the use of video/images in digital marketing?	Oregon	12.75 out of 14	
	International	11.07 out of 14	
Overall impression and responses to the judges questions	Oregon	5.50 out of 6	
	International	4.80 out of 6	
Describe the use of target marketing in marketing communications?	Oregon	13.00 out of 14	
	International	11.12 out of 14	
Explain the nature of corporate branding?	Oregon	12.25 out of 14	
	International	10.40 out of 14	
Describe the role of customer voice in branding?	Oregon	12.50 out of 14	
	International	10.50 out of 14	
Describe factors used by marketers to position products/services?	Oregon	11.00 out of 14	
	International	10.72 out of 14	
Reason effectively and use systems thinking?	Oregon	5.25 out of 6	
	International	4.57 out of 6	
Make judgments and decisions, and solve problems?	Oregon	5.50 out of 6	
	International	4.57 out of 6	
Communicate clearly?	Oregon	5.75 out of 6	
	International	4.93 out of 6	
Show evidence of creativity?	Oregon	5.25 out of 6	
	International	4.66 out of 6	

Role Play 2			
Composite Score	Oregon	78.75 out of 100	
	International	75.86 out of 100	
Explain the nature of communications plans?	Oregon	11.50 out of 14	
	International	10.43 out of 14	
Overall impression and responses to the judges questions	Oregon	4.75 out of 6	
	International	4.71 out of 6	
Develop communications plan?	Oregon	11.25 out of 14	
	International	10.44 out of 14	
Create a public-service announcement?	Oregon	9.75 out of 14	
	International	10.54 out of 14	
Select and utilize appropriate formats for professional writing?	Oregon	10.50 out of 14	
	International	10.16 out of 14	
Explain reasons for ethical dilemmas?	Oregon	11.50 out of 14	
	International	10.97 out of 14	
Reason effectively and use systems thinking?	Oregon	4.25 out of 6	
	International	4.60 out of 6	
Make judgments and decisions, and solve problems?	Oregon	4.25 out of 6	
	International	4.57 out of 6	
Communicate clearly?	Oregon	5.75 out of 6	
	International	4.86 out of 6	
Show evidence of creativity?	Oregon	5.25 out of 6	
	International	4.58 out of 6	



Quick Serve Restaurant Management Series


















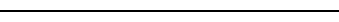



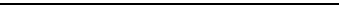
Composite Score	Oregon	70.17	
	International	73.03	


















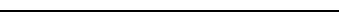



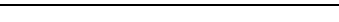
Role Play			
Composite Score	Oregon	71.67 out of 100	
	International	72.83 out of 100	
Explain the concept of place (distribution) in the hospitality and tourism industry?	Oregon	11.33 out of 14	
	International	10.28 out of 14	
Overall impression and responses to the judges questions	Oregon	3.67 out of 6	
	International	4.58 out of 6	
Explain the concept of market and market identification?	Oregon	10.00 out of 14	
	International	10.02 out of 14	
Identify ways to segment the hospitality and tourism markets?	Oregon	10.33 out of 14	
	International	9.81 out of 14	
Explain the use of marketing strategies in hospitality and tourism?	Oregon	10.00 out of 14	
	International	10.19 out of 14	
Exhibit high quality food presentation?	Oregon	10.00 out of 14	
	International	9.80 out of 14	
Reason effectively and use systems thinking?	Oregon	4.67 out of 6	
	International	4.53 out of 6	
Make judgments and decisions, and solve problems?	Oregon	4.33 out of 6	
	International	4.54 out of 6	
Communicate clearly?	Oregon	4.00 out of 6	
	International	4.66 out of 6	
Show evidence of creativity?	Oregon	3.33 out of 6	
	International	4.40 out of 6	

Role Play 2			
Composite Score	Oregon	68.67 out of 100	
	International	73.24 out of 100	
Explain the relationship between customer service and distribution?	Oregon	9.33 out of 14	
	International	10.40 out of 14	
Overall impression and responses to the judges questions	Oregon	3.67 out of 6	
	International	4.48 out of 6	
Demonstrate awareness of the capabilities and limitations of the operation?	Oregon	10.00 out of 14	
	International	10.21 out of 14	
Explain the concept of productivity?	Oregon	10.00 out of 14	
	International	10.11 out of 14	
Identify factors affecting a business's profit?	Oregon	9.67 out of 14	
	International	10.18 out of 14	
Determine factors affecting business risk?	Oregon	10.33 out of 14	
	International	10.21 out of 14	
Reason effectively and use systems thinking?	Oregon	4.33 out of 6	
	International	4.52 out of 6	
Make judgments and decisions, and solve problems?	Oregon	4.00 out of 6	
	International	4.40 out of 6	
Communicate clearly?	Oregon	3.67 out of 6	
	International	4.47 out of 6	
Show evidence of creativity?	Oregon	3.67 out of 6	
	International	4.26 out of 6	

Restaurant and Food Service Management Series

Composite Score	Oregon	88.17	
	International	72.19	

Role Play			
Composite Score	Oregon	89.33 out of 100	
	International	71.48 out of 100	
Explain the concept of market and marketing identification?	Oregon	14.67 out of 14	
	International	10.39 out of 14	
Overall impression and responses to the judges questions	Oregon	5.67 out of 6	
	International	4.30 out of 6	
Identify ways to segment hospitality and tourism markets?	Oregon	10.33 out of 14	
	International	9.75 out of 14	
Explain the use of marketing strategies in hospitality and tourism?	Oregon	13.33 out of 14	
	International	10.10 out of 14	
Explain promotional methods used by the hospitality and tourism industry?	Oregon	12.33 out of 14	
	International	10.05 out of 14	
Develop promotional materials?	Oregon	12.33 out of 14	
	International	9.56 out of 14	
Reason effectively and use systems thinking?	Oregon	5.67 out of 6	
	International	4.42 out of 6	
Make judgments and decisions, and solve problems?	Oregon	4.67 out of 6	
	International	4.26 out of 6	
Communicate clearly?	Oregon	5.67 out of 6	
	International	4.44 out of 6	
Show evidence of creativity?	Oregon	4.67 out of 6	
	International	4.20 out of 6	

Role Play 2			
Composite Score	Oregon	87.00 out of 100	
	International	72.90 out of 100	
Explain the nature of corporate branding?	Oregon	13.00 out of 14	
	International	10.90 out of 14	
Overall impression and responses to the judges questions	Oregon	4.67 out of 6	
	International	4.31 out of 6	
Explain the concept of product mix?	Oregon	13.67 out of 14	
	International	10.09 out of 14	
Communicate core values of product/service?	Oregon	13.00 out of 14	
	International	10.49 out of 14	
Explain factors that influence customer/client/business buying behavior?	Oregon	13.00 out of 14	
	International	10.21 out of 14	
Explain menu items?	Oregon	8.67 out of 14	
	International	9.46 out of 14	
Reason effectively and use systems thinking?	Oregon	5.33 out of 6	
	International	4.36 out of 6	
Make judgments and decisions, and solve problems?	Oregon	5.33 out of 6	
	International	4.27 out of 6	
Communicate clearly?	Oregon	5.67 out of 6	
	International	4.62 out of 6	
Show evidence of creativity?	Oregon	4.67 out of 6	
	International	4.19 out of 6	

Retail Merchandising Series

Composite Score	Oregon	71.00	
	International	71.03	

Role Play			
Composite Score	Oregon	82.67 out of 100	
	International	72.98 out of 100	
Describe marketing functions and related activities?	Oregon	9.67 out of 14	
	International	10.58 out of 14	
Overall impression and responses to the judges questions	Oregon	5.00 out of 6	
	International	4.55 out of 6	
Explain factors that influence customer/client/business buying behavior?	Oregon	11.67 out of 14	
	International	10.34 out of 14	
Explain the importance of merchandising to retailers?	Oregon	9.67 out of 14	
	International	9.78 out of 14	
Describe factors used by marketers to position products/services?	Oregon	13.00 out of 14	
	International	9.98 out of 14	
Explain the role of promotion as a marketing function?	Oregon	13.33 out of 14	
	International	10.29 out of 14	
Reason effectively and use systems thinking?	Oregon	4.67 out of 6	
	International	4.27 out of 6	
Make judgments and decisions, and solve problems?	Oregon	4.67 out of 6	
	International	4.20 out of 6	
Communicate clearly?	Oregon	4.67 out of 6	
	International	4.60 out of 6	
Show evidence of creativity?	Oregon	6.33 out of 6	
	International	4.40 out of 6	

Role Play 2			
Composite Score	Oregon	59.33 out of 100	
	International	69.08 out of 100	
Explain the nature of marketing planning?	Oregon	5.33 out of 14	
	International	9.04 out of 14	
Overall impression and responses to the judges questions	Oregon	5.33 out of 6	
	International	4.50 out of 6	
Explain the concept of marketing strategies?	Oregon	5.33 out of 14	
	International	9.12 out of 14	
Explain the concept of market and market identification?	Oregon	5.67 out of 14	
	International	9.05 out of 14	
Generate product ideas?	Oregon	8.00 out of 14	
	International	10.02 out of 14	
Distinguish between retailing and marketing?	Oregon	11.33 out of 14	
	International	9.47 out of 14	
Reason effectively and use systems thinking?	Oregon	4.33 out of 6	
	International	4.40 out of 6	
Make judgments and decisions, and solve problems?	Oregon	4.33 out of 6	
	International	4.32 out of 6	
Communicate clearly?	Oregon	5.00 out of 6	
	International	4.78 out of 6	
Show evidence of creativity?	Oregon	4.67 out of 6	
	International	4.38 out of 6	

Sports and Entertainment Marketing Series

















Composite Score	Oregon	91.50	
	International	76.20	

Role Play			
Composite Score	Oregon	89.33 out of 100	
	International	75.70 out of 100	
Explain the nature of a promotional plan?	Oregon	13.00 out of 14	
	International	10.93 out of 14	
Overall impression and responses to the judges questions	Oregon	5.00 out of 6	
	International	4.54 out of 6	
Describe word-of-mouth channels used to communicate with targeted audiences?	Oregon	12.33 out of 14	
	International	10.75 out of 14	
Identify communications channels used in sales promotion?	Oregon	12.33 out of 14	
	International	10.61 out of 14	
Explain factors affecting pricing decisions?	Oregon	12.33 out of 14	
	International	10.25 out of 14	
Describe the role of business ethics in pricing?	Oregon	12.33 out of 14	
	International	10.18 out of 14	
Reason effectively and use systems thinking?	Oregon	5.33 out of 6	
	International	4.62 out of 6	
Make judgments and decisions, and solve problems?	Oregon	5.67 out of 6	
	International	4.59 out of 6	
Communicate clearly?	Oregon	5.67 out of 6	
	International	4.75 out of 6	
Show evidence of creativity?	Oregon	5.33 out of 6	
	International	4.48 out of 6	

Role Play 2			
Composite Score	Oregon	93.67 out of 100	
	International	76.71 out of 100	
Apply information to accomplish a task?	Oregon	13.00 out of 14	
	International	10.96 out of 14	
Overall impression and responses to the judges questions	Oregon	5.67 out of 6	
	International	4.69 out of 6	
Discuss the nature of data mining?	Oregon	13.33 out of 14	
	International	10.64 out of 14	
Translate research findings into actionable business recommendations?	Oregon	12.67 out of 14	
	International	10.83 out of 14	
Leverage data to recommend personalized, relevant campaigns?	Oregon	12.67 out of 14	
	International	10.57 out of 14	
Discuss motivational theories that impact buying behavior?	Oregon	12.33 out of 14	
	International	10.40 out of 14	
Reason effectively and use systems thinking?	Oregon	5.67 out of 6	
	International	4.53 out of 6	
Make judgments and decisions, and solve problems?	Oregon	6.00 out of 6	
	International	4.60 out of 6	
Communicate clearly?	Oregon	6.00 out of 6	
	International	4.92 out of 6	
Show evidence of creativity?	Oregon	6.33 out of 6	
	International	4.57 out of 6	

Personal Financial Literacy

Composite Score	Oregon	76.00	
	International	67.45	

Oral			
Composite Score	Oregon	76.00 out of 100	
	International	67.45 out of 100	
Describe the most cost-effective option for paying for a car?	Oregon	19.00 out of 24	
	International	16.56 out of 24	
Assess whether a specific purchase justifies the use of credit?	Oregon	19.00 out of 24	
	International	16.11 out of 24	
Explain how interest rate, compounding frequency and loan length affect the cost of using credit?	Oregon	19.50 out of 24	
	International	15.93 out of 24	
Reason effectively and use systems thinking?	Oregon	4.50 out of 7	
	International	4.65 out of 7	
Communicate clearly?	Oregon	5.00 out of 7	
	International	4.81 out of 7	
Show evidence of creativity?	Oregon	4.50 out of 7	
	International	4.63 out of 7	
Overall impression and responses to the judges questions	Oregon	4.50 out of 7	
	International	4.74 out of 7	

Business Services Operations Research

Composite Score	Oregon	43.50	
	International	39.13	

Oral			
Composite Score	Oregon	31.50 out of 100	
	International	32.14 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	Oregon	8.50 out of 10	
	International	7.99 out of 10	
Describe methods used to design the research study?	Oregon	5.00 out of 6	
	International	4.88 out of 6	
Interpret the research data into information for decision-making?	Oregon	5.00 out of 6	
	International	4.66 out of 6	
Describe strategies and approaches for leading change?	Oregon	4.50 out of 6	
	International	4.90 out of 6	
Describe the nature of budgets?	Oregon	4.00 out of 6	
	International	4.68 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Oregon	4.50 out of 6	
	International	5.02 out of 6	

Written			
Composite Score	Oregon	55.50 out of 100	
	International	46.11 out of 100	
Executive Summary: One- to three-page description of the project	Oregon	7.50 out of 10	
	International	7.62 out of 10	
Proposed activities and timelines	Oregon	5.50 out of 6	
	International	4.55 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Oregon	6.00 out of 6	
	International	4.26 out of 6	
Costs associated with proposed strategies	Oregon	4.00 out of 4	
	International	3.20 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Oregon	2.50 out of 3	
	International	2.37 out of 3	
Description of the business or organization	Oregon	2.50 out of 3	
	International	2.35 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)	Oregon	3.00 out of 3	
	International	2.30 out of 3	
Overview of the business or organizations current corporate social responsibility	Oregon	2.50 out of 3	
	International	2.27 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Oregon	4.50 out of 4	
	International	3.09 out of 4	
Process used to conduct the selected research methods	Oregon	3.50 out of 4	
	International	3.15 out of 4	
Findings of the research study	Oregon	4.50 out of 4	
	International	3.27 out of 4	
Conclusions based on the findings	Oregon	3.50 out of 4	
	International	3.14 out of 4	
Objectives and rationale of the proposed strategic plan	Oregon	6.00 out of 6	
	International	4.53 out of 6	

Buying and Merchandising Operations Research















Composite Score	Oregon	47.00	
	International	37.74	





























Oral			
Composite Score	Oregon	39.00 out of 100	
	International	31.08 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	Oregon	9.50 out of 10	
	International	7.83 out of 10	
Describe methods used to design the research study?	Oregon	6.00 out of 6	
	International	4.73 out of 6	
Interpret the research data into information for decision-making?	Oregon	5.50 out of 6	
	International	4.56 out of 6	
Describe strategies and approaches for leading change?	Oregon	6.00 out of 6	
	International	4.64 out of 6	
Describe the nature of budgets?	Oregon	6.00 out of 6	
	International	4.47 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Oregon	6.00 out of 6	
	International	4.85 out of 6	

Written			
Composite Score	Oregon	55.00 out of 100	
	International	44.41 out of 100	
Executive Summary: One- to three-page description of the project	Oregon	8.00 out of 10	
	International	7.55 out of 10	
Proposed activities and timelines	Oregon	6.00 out of 6	
	International	4.52 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Oregon	6.00 out of 6	
	International	4.20 out of 6	
Costs associated with proposed strategies	Oregon	4.00 out of 4	
	International	2.62 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Oregon	2.50 out of 3	
	International	2.18 out of 3	
Description of the business or organization	Oregon	3.00 out of 3	
	International	2.24 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)	Oregon	3.00 out of 3	
	International	2.16 out of 3	
Overview of the business or organizations current corporate social responsibility	Oregon	3.00 out of 3	
	International	2.23 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Oregon	4.00 out of 4	
	International	3.07 out of 4	
Process used to conduct the selected research methods	Oregon	4.00 out of 4	
	International	3.11 out of 4	
Findings of the research study	Oregon	3.00 out of 4	
	International	3.03 out of 4	
Conclusions based on the findings	Oregon	3.50 out of 4	
	International	3.08 out of 4	
Objectives and rationale of the proposed strategic plan	Oregon	5.00 out of 6	
	International	4.42 out of 6	

Finance Operations Research















Composite Score	Oregon	42.75	
	International	35.21	





























Oral			
Composite Score	Oregon	36.00 out of 100	
	International	28.76 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	Oregon	10.00 out of 10	
	International	7.31 out of 10	
Describe methods used to design the research study?	Oregon	4.50 out of 6	
	International	4.29 out of 6	
Interpret the research data into information for decision-making?	Oregon	4.00 out of 6	
	International	4.11 out of 6	
Describe strategies and approaches for leading change?	Oregon	5.00 out of 6	
	International	4.31 out of 6	
Describe the nature of budgets?	Oregon	6.00 out of 6	
	International	4.17 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Oregon	6.50 out of 6	
	International	4.57 out of 6	

Written			
Composite Score	Oregon	49.50 out of 100	
	International	41.65 out of 100	
Executive Summary: One- to three-page description of the project	Oregon	9.50 out of 10	
	International	7.43 out of 10	
Proposed activities and timelines	Oregon	5.00 out of 6	
	International	4.03 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Oregon	4.50 out of 6	
	International	3.73 out of 6	
Costs associated with proposed strategies	Oregon	4.00 out of 4	
	International	2.80 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Oregon	2.50 out of 3	
	International	2.25 out of 3	
Description of the business or organization	Oregon	2.50 out of 3	
	International	1.83 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)	Oregon	2.50 out of 3	
	International	2.00 out of 3	
Overview of the business or organizations current corporate social responsibility	Oregon	2.00 out of 3	
	International	1.96 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Oregon	3.50 out of 4	
	International	2.89 out of 4	
Process used to conduct the selected research methods	Oregon	3.50 out of 4	
	International	2.90 out of 4	
Findings of the research study	Oregon	3.00 out of 4	
	International	3.00 out of 4	
Conclusions based on the findings	Oregon	3.50 out of 4	
	International	2.91 out of 4	
Objectives and rationale of the proposed strategic plan	Oregon	3.50 out of 6	
	International	3.90 out of 6	

Hospitality and Tourism Operations Research















Composite Score	Oregon	41.50	
	International	36.53	






















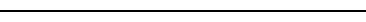






Oral			
Composite Score	Oregon	34.00 out of 100	
	International	29.54 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	Oregon	9.00 out of 10	
	International	7.53 out of 10	
Describe methods used to design the research study?	Oregon	5.00 out of 6	
	International	4.36 out of 6	
Interpret the research data into information for decision-making?	Oregon	5.00 out of 6	
	International	4.39 out of 6	
Describe strategies and approaches for leading change?	Oregon	5.33 out of 6	
	International	4.46 out of 6	
Describe the nature of budgets?	Oregon	5.00 out of 6	
	International	4.04 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Oregon	4.67 out of 6	
	International	4.76 out of 6	

Written			
Composite Score	Oregon	49.00 out of 100	
	International	43.52 out of 100	
Executive Summary: One- to three-page description of the project	Oregon	8.00 out of 10	
	International	7.06 out of 10	
Proposed activities and timelines	Oregon	5.00 out of 6	
	International	4.17 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Oregon	4.00 out of 6	
	International	4.14 out of 6	
Costs associated with proposed strategies	Oregon	2.67 out of 4	
	International	2.93 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Oregon	2.33 out of 3	
	International	2.17 out of 3	
Description of the business or organization	Oregon	2.33 out of 3	
	International	2.25 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)	Oregon	2.33 out of 3	
	International	2.18 out of 3	
Overview of the business or organizations current corporate social responsibility	Oregon	3.00 out of 3	
	International	2.09 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Oregon	3.67 out of 4	
	International	2.99 out of 4	
Process used to conduct the selected research methods	Oregon	3.00 out of 4	
	International	2.95 out of 4	
Findings of the research study	Oregon	3.67 out of 4	
	International	3.11 out of 4	
Conclusions based on the findings	Oregon	3.67 out of 4	
	International	3.03 out of 4	
Objectives and rationale of the proposed strategic plan	Oregon	5.33 out of 6	
	International	4.44 out of 6	

Sports and Entertainment Marketing Operations Research













Composite Score	Oregon	39.50	
	International	37.66	

Oral			
Composite Score	Oregon	33.50 out of 100	
	International	30.24 out of 100	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	Oregon	8.00 out of 10	
	International	7.37 out of 10	
Describe methods used to design the research study?	Oregon	5.00 out of 6	
	International	4.69 out of 6	
Interpret the research data into information for decision-making?	Oregon	4.50 out of 6	
	International	4.54 out of 6	
Describe strategies and approaches for leading change?	Oregon	5.00 out of 6	
	International	4.76 out of 6	
Describe the nature of budgets?	Oregon	5.50 out of 6	
	International	4.32 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Oregon	5.50 out of 6	
	International	4.56 out of 6	





































Written			
Composite Score	Oregon	45.50 out of 100	
	International	45.08 out of 100	
Executive Summary: One- to three-page description of the project	Oregon	7.50 out of 10	
	International	7.34 out of 10	
Proposed activities and timelines	Oregon	5.50 out of 6	
	International	4.54 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Oregon	4.50 out of 6	
	International	4.28 out of 6	
Costs associated with proposed strategies	Oregon	2.50 out of 4	
	International	2.99 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Oregon	2.50 out of 3	
	International	2.14 out of 3	
Description of the business or organization	Oregon	3.00 out of 3	
	International	2.48 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)	Oregon	2.00 out of 3	
	International	2.31 out of 3	
Overview of the business or organizations current corporate social responsibility	Oregon	1.50 out of 3	
	International	2.33 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Oregon	3.00 out of 4	
	International	3.00 out of 4	
Process used to conduct the selected research methods	Oregon	3.00 out of 4	
	International	3.03 out of 4	
Findings of the research study	Oregon	3.00 out of 4	
	International	3.19 out of 4	
Conclusions based on the findings	Oregon	3.00 out of 4	
	International	3.06 out of 4	
Objectives and rationale of the proposed strategic plan	Oregon	4.50 out of 6	
	International	4.39 out of 6	

Business Growth Plan

Composite Score	Oregon	31.90	
	International	37.80	












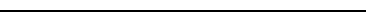





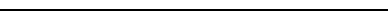
Oral			
Composite Score	Oregon	29.60 out of 100	
	International	32.75 out of 100	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Oregon	6.20 out of 8	
	International	6.98 out of 8	
Create processes for ongoing opportunity recognition	Oregon	5.60 out of 8	
	International	6.63 out of 8	
Develop plan to invest resources into improving current products or creating new ones	Oregon	6.00 out of 8	
	International	6.70 out of 8	
Assess risks associated with the venture	Oregon	6.00 out of 8	
	International	6.23 out of 8	
Determine relationships among total revenue, marginal revenue, output and profit	Oregon	5.80 out of 8	
	International	6.21 out of 8	

Written

























Composite Score	Oregon International	34.20 out of 100 42.86 out of 100	 
One- to three-page description of the project	Oregon International	6.80 out of 10 7.59 out of 10	 
Marketing plan	Oregon International	2.00 out of 4 2.70 out of 4	 
Demographics of market area	Oregon International	2.00 out of 3 2.29 out of 3	 
Current financial situation	Oregon International	1.00 out of 3 1.95 out of 3	 
Capital needed for expansion opportunities	Oregon International	1.00 out of 3 1.77 out of 3	 
Fixed overhead and cost of operations	Oregon International	1.60 out of 3 1.94 out of 3	 
Time to achieve profitability	Oregon International	1.60 out of 3 2.08 out of 3	 
Summary of key points	Oregon International	1.40 out of 3 2.01 out of 3	 
Professional layout, neatness, proper grammar, spelling and word usage	Oregon International	1.40 out of 3 2.19 out of 3	 
Type of business owned and operated and description of the current business operations	Oregon International	2.00 out of 3 2.48 out of 3	 
Description of the products and/or services offered	Oregon International	2.00 out of 3 2.41 out of 3	 
Unique characteristics of the business	Oregon International	1.00 out of 3 2.18 out of 3	 
Strengths of the business	Oregon International	2.00 out of 3 2.12 out of 3	 
Weaknesses of the business	Oregon International	2.00 out of 3 1.91 out of 3	 
Opportunities available for the business	Oregon International	2.00 out of 3 2.27 out of 3	 
Threats to the business	Oregon International	2.00 out of 3 2.12 out of 3	 
Expansion opportunities	Oregon International	2.40 out of 4 2.85 out of 4	 

Franchise Business Plan

Composite Score	Oregon	45.83	
	International	40.56	



















Oral			
Composite Score	Oregon	35.67 out of 100	
	International	32.21 out of 100	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Oregon	4.67 out of 5	
	International	4.30 out of 5	
Assess opportunities for venture creation	Oregon	6.00 out of 5	
	International	4.07 out of 5	
Determine feasibility of venture ideas	Oregon	4.00 out of 5	
	International	3.98 out of 5	
Assess start-up requirements	Oregon	4.00 out of 5	
	International	3.95 out of 5	
Evaluate risk-taking opportunities	Oregon	4.33 out of 5	
	International	3.85 out of 5	
Explain the complexity of business operations	Oregon	3.67 out of 5	
	International	3.91 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit	Oregon	4.67 out of 5	
	International	4.09 out of 5	
Describe marketing functions and related activities	Oregon	4.33 out of 5	
	International	4.07 out of 5	


























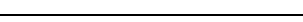
Written

Composite Score	Oregon International	56.00 out of 100 48.91 out of 100	 
Executive Summary: One- to three-page description of the business model	Oregon International	9.33 out of 10 8.04 out of 10	 
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.	Oregon International	5.00 out of 5 4.09 out of 5	 
Conclusion: Specific request for financing, summary of key points supporting the financial request	Oregon International	4.00 out of 5 3.90 out of 5	 
Business History, Background, and Objectives: Description of the company, objectives, company successes and challenges and changes in structure	Oregon International	5.67 out of 5 4.28 out of 5	 
Business Environment: Description of how environmental factors may affect the business	Oregon International	4.33 out of 5 4.01 out of 5	 
Products and/or Services: List of and descriptions of the products and/or services offered and plans for changes or additions	Oregon International	5.00 out of 5 4.11 out of 5	 
Present Market: Description of the present market, growth potential and pricing policy	Oregon International	4.67 out of 5 4.12 out of 5	 
Competition: List of the company's primary competitors in the market and identification of their strengths and weaknesses	Oregon International	5.00 out of 5 4.02 out of 5	 
Marketing Plan: Description of targeted customers. Description of existing and future marketing techniques.	Oregon International	4.33 out of 5 4.12 out of 5	 
Management and Organization: Description of the management team, management team development plan, succession plan, and the need for additional personnel	Oregon International	4.00 out of 5 4.09 out of 5	 
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 resources, quality control procedures, availability of skilled labor, training needs, number of full-time and part-time employees, and developed an organizational chart.	Oregon International	4.67 out of 5 4.13 out of 5	 

Independent Business Plan

Composite Score	Oregon	36.33	
	International	34.38	

Oral			
Composite Score	Oregon	32.00 out of 100	
	International	29.80 out of 100	
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation	Oregon	5.00 out of 5	
	International	4.15 out of 5	
Assess opportunities for venture creation	Oregon	4.33 out of 5	
	International	4.17 out of 5	
Determine feasibility of venture ideas	Oregon	2.67 out of 5	
	International	3.59 out of 5	
Assess start-up requirements	Oregon	2.67 out of 5	
	International	3.51 out of 5	
Evaluate risk-taking opportunities	Oregon	3.67 out of 5	
	International	3.48 out of 5	
Explain the complexity of business operations	Oregon	5.00 out of 5	
	International	3.45 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit	Oregon	4.33 out of 5	
	International	3.67 out of 5	
Describe marketing functions and related activities	Oregon	4.33 out of 5	
	International	3.78 out of 5	

Written			
Composite Score	Oregon	40.67 out of 100	
	International	38.95 out of 100	
Executive Summary: One- to three-page summary of the business model	Oregon	6.67 out of 10	
	International	6.89 out of 10	
Key Metrics: Explanation of the key activities that must be measured	Oregon	2.67 out of 4	
	International	2.58 out of 4	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	Oregon	2.67 out of 4	
	International	2.37 out of 4	
Conclusion: Specific request for financing, summary of key points supporting the financial request	Oregon	2.67 out of 4	
	International	2.63 out of 4	
Problem: List of the top three problems the product/service is addressing	Oregon	3.67 out of 5	
	International	3.44 out of 5	
Customer Segments: Description of target customers	Oregon	2.67 out of 4	
	International	2.79 out of 4	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	Oregon	2.67 out of 4	
	International	2.87 out of 4	
Solution: Description of the top three features of the product/service	Oregon	3.00 out of 5	
	International	3.09 out of 5	
Channels: Descriptions of the pathways to customers	Oregon	4.33 out of 5	
	International	3.04 out of 5	
Revenue Streams: Description of the revenue model and life time values	Oregon	3.67 out of 5	
	International	3.02 out of 5	
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and any additional costs	Oregon	3.00 out of 5	
	International	2.95 out of 5	
Detailed Financials: Projected income and expenses and proposed plan to meet capital needs	Oregon	3.00 out of 5	
	International	3.27 out of 5	
















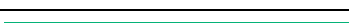

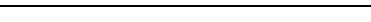
Innovation Plan

Composite Score	Oregon	85.50	
	International	74.91	





























Oral			
Composite Score	Oregon	85.50 out of 100	
	International	74.91 out of 100	
Executive Summary: One-page summary of the business model	Oregon	17.50 out of 20	
	International	13.87 out of 20	
Problem: List of the top three problems the product/service is addressing	Oregon	11.50 out of 14	
	International	10.70 out of 14	
Customer Segments: Description of the target customers	Oregon	13.00 out of 14	
	International	10.39 out of 14	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	Oregon	12.00 out of 14	
	International	10.59 out of 14	
Solution: Description of the top three features of the product/service	Oregon	13.00 out of 14	
	International	10.59 out of 14	
Conclusion: Summary of the key points and feasibility of the business venture	Oregon	11.00 out of 14	
	International	10.25 out of 14	
General: Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Oregon	7.50 out of 10	
	International	8.53 out of 10	

International Business Plan



Composite Score	Oregon	39.20	
	International	36.69	






















Oral			
Composite Score	Oregon	33.60 out of 100	
	International	31.19 out of 100	
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation	Oregon	4.80 out of 5	
	International	4.32 out of 5	
Assess opportunities for venture creation	Oregon	4.60 out of 5	
	International	4.21 out of 5	
Determine feasibility of venture ideas	Oregon	3.80 out of 5	
	International	3.69 out of 5	
Describe market-entry strategies for conducting business internationally	Oregon	4.40 out of 5	
	International	3.84 out of 5	
Evaluate risk-taking opportunities	Oregon	3.80 out of 5	
	International	3.70 out of 5	
Explain the complexity of business operations	Oregon	4.00 out of 5	
	International	3.85 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit	Oregon	4.00 out of 5	
	International	3.67 out of 5	
Describe marketing functions and related activities	Oregon	4.20 out of 5	
	International	3.92 out of 5	

Written

Composite Score	Oregon	44.80 out of 100	
	International	42.18 out of 100	
Executive Summary: One- to three-page description of the project	Oregon International	7.00 out of 10 7.20 out of 10	 
Detailed Financials: Projected income and expenses and proposed plan to meet capital needs	Oregon International	4.00 out of 5 3.27 out of 5	 
Key Metrics: Explanation of the key activities that must be measured	Oregon International	3.20 out of 4 2.65 out of 4	 
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	Oregon International	3.20 out of 4 2.81 out of 4	 
Conclusion: Specific request for financing, summary of key points supporting the financial request	Oregon International	2.40 out of 4 2.83 out of 4	 
Analysis of the International Business Situation: . Description of economic, political and legal analysis; trade area and cultural analysis	Oregon International	3.80 out of 4 3.33 out of 4	 
Problem: Description of the top three problems the product/service is addressing	Oregon International	2.60 out of 4 2.73 out of 4	 
Customer Segments: Description of target customers	Oregon International	2.60 out of 4 2.98 out of 4	 
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	Oregon International	3.00 out of 4 2.85 out of 4	 
Solution: Description of the top three features of the product/service	Oregon International	3.20 out of 4 2.83 out of 4	 
Channels: Descriptions of the pathways to customers	Oregon International	3.20 out of 4 2.77 out of 4	 
Revenue Streams: Description of the revenue model and lifetime values	Oregon International	3.60 out of 4 2.70 out of 4	 
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and any additional costs	Oregon International	3.00 out of 5 3.23 out of 5	 





























Start-Up Business Plan

Composite Score	Oregon	93.67	
	International	77.21	

Oral			
Composite Score	Oregon	93.67 out of 100	
	International	77.21 out of 100	
Executive Summary: One-page summary of the business model	Oregon International	18.00 out of 20 14.62 out of 20	 
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	Oregon International	7.67 out of 9 6.68 out of 9	 
Conclusion: Specific request for financing, summary of key points supporting the financial request	Oregon International	3.00 out of 3 2.22 out of 3	 
Problem: List of the top three problems the product/service is addressing	Oregon International	8.67 out of 9 7.19 out of 9	 
Customer Segments: Description of target customers	Oregon International	7.00 out of 8 6.64 out of 8	 
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	Oregon International	7.00 out of 8 6.63 out of 8	 
Solution: Description of the top three features of the product/service	Oregon International	9.00 out of 9 6.99 out of 9	 
Channels: Descriptions of the pathways to customers	Oregon International	8.00 out of 8 6.42 out of 8	 
Revenue Streams: Description of the revenue model and life time values; explanation of the revenue and gross margin	Oregon International	9.00 out of 9 6.85 out of 9	 
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and other additional costs	Oregon International	9.00 out of 9 6.82 out of 9	 
Key Metrics: Explanation of the key activities that must be measured	Oregon International	7.33 out of 8 6.15 out of 8	 

Integrated Marketing Campaign - Event

Composite Score	Oregon	84.40	
	International	80.64	

Oral			
Composite Score	Oregon	84.40 out of 100	
	International	80.64 out of 100	
Executive Summary: One-page description provides a clear overview of the campaign	Oregon International	8.80 out of 10 8.35 out of 10	 
Key metrics are well thought out and appropriate for the campaign	Oregon International	5.80 out of 8 6.20 out of 8	 
The campaign shows evidence of creativity and originality	Oregon International	6.60 out of 8 6.42 out of 8	 
The written entry is well-organized, professional, and presented in a logical manner	Oregon International	4.40 out of 5 4.36 out of 5	 
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	Oregon International	4.40 out of 5 4.33 out of 5	 
The description of the event, product or service, and business is clearly defined	Oregon International	5.40 out of 6 5.05 out of 6	 
Objectives are defined and referenced throughout the campaign	Oregon International	6.60 out of 8 6.36 out of 8	 
The target market is clearly analyzed	Oregon International	5.80 out of 6 4.74 out of 6	 
The campaign activities are realistic, show evidence of marketing knowledge, and are research based	Oregon International	10.20 out of 12 9.39 out of 12	 
Unifying theme is evident in all campaign activities	Oregon International	5.40 out of 6 5.03 out of 6	 
Provides high-quality appropriate and creative samples of key marketing pieces suggested	Oregon International	8.60 out of 10 7.73 out of 10	 
Campaign schedule is cohesive and plan is no more than 45 days long	Oregon International	5.60 out of 8 6.37 out of 8	 
The budget is realistic for the campaign and all costs that would be incurred have been considered	Oregon International	6.80 out of 8 6.31 out of 8	 





























Integrated Marketing Campaign - Product

Composite Score	Oregon	80.67	
	International	77.82	

Oral			
Composite Score	Oregon	80.67 out of 100	
	International	77.82 out of 100	
Executive Summary: One-page description provides a clear overview of the campaign	Oregon International	8.33 out of 10 7.85 out of 10	
Key metrics are well thought out and appropriate for the campaign	Oregon International	7.33 out of 8 6.12 out of 8	
The campaign shows evidence of creativity and originality	Oregon International	8.00 out of 8 6.15 out of 8	
The written entry is well-organized, professional, and presented in a logical manner	Oregon International	4.67 out of 5 4.39 out of 5	
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	Oregon International	1.67 out of 5 3.93 out of 5	
The description of the event, product or service, and business is clearly defined	Oregon International	5.00 out of 6 4.97 out of 6	
Objectives are defined and referenced throughout the campaign	Oregon International	7.00 out of 8 6.15 out of 8	
The target market is clearly analyzed	Oregon International	4.00 out of 6 4.52 out of 6	
The campaign activities are realistic, show evidence of marketing knowledge, and are research based	Oregon International	8.67 out of 12 8.62 out of 12	
Unifying theme is evident in all campaign activities	Oregon International	5.33 out of 6 4.87 out of 6	
Provides high-quality appropriate and creative samples of key marketing pieces suggested	Oregon International	7.33 out of 10 7.39 out of 10	
Campaign schedule is cohesive and plan is no more than 45 days long	Oregon International	6.67 out of 8 6.61 out of 8	
The budget is realistic for the campaign and all costs that would be incurred have been considered	Oregon International	6.67 out of 8 6.23 out of 8	





























Integrated Marketing Campaign - Service

Composite Score	Oregon	87.60	
	International	72.07	

Oral			
Composite Score	Oregon	87.60 out of 100	
	International	72.07 out of 100	
Executive Summary: One-page description provides a clear overview of the campaign	Oregon International	8.00 out of 10 7.44 out of 10	 
Key metrics are well thought out and appropriate for the campaign	Oregon International	6.80 out of 8 5.32 out of 8	 
The campaign shows evidence of creativity and originality	Oregon International	6.40 out of 8 5.95 out of 8	 
The written entry is well-organized, professional, and presented in a logical manner	Oregon International	5.00 out of 5 3.59 out of 5	 
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	Oregon International	5.00 out of 5 4.39 out of 5	 
The description of the event, product or service, and business is clearly defined	Oregon International	6.00 out of 6 4.71 out of 6	 
Objectives are defined and referenced throughout the campaign	Oregon International	7.60 out of 8 6.05 out of 8	 
The target market is clearly analyzed	Oregon International	5.00 out of 6 4.48 out of 6	 
The campaign activities are realistic, show evidence of marketing knowledge, and are research based	Oregon International	9.40 out of 12 8.42 out of 12	 
Unifying theme is evident in all campaign activities	Oregon International	5.40 out of 6 3.93 out of 6	 
Provides high-quality appropriate and creative samples of key marketing pieces suggested	Oregon International	9.00 out of 10 6.92 out of 10	 
Campaign schedule is cohesive and plan is no more than 45 days long	Oregon International	7.00 out of 8 5.22 out of 8	 
The budget is realistic for the campaign and all costs that would be incurred have been considered	Oregon International	7.00 out of 8 5.64 out of 8	 





























Financial Consulting

Composite Score	Oregon	86.50	
	International	75.87	

Oral			
Composite Score	Oregon	86.50 out of 100	
	International	75.87 out of 100	
Presented an effective and engaging opening	Oregon	7.00 out of 7	
	International	5.50 out of 7	
Effectively closed the sale or ended the consultation	Oregon	9.50 out of 10	
	International	7.14 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary, words were enunciated and pronounced clearly, voice conveyed enthusiasm and volume was appropriate for the situation.	Oregon	9.00 out of 10	
	International	7.78 out of 10	
Professional appearance, poise and confidence	Oregon	5.00 out of 5	
	International	4.02 out of 5	
Overall impression	Oregon	4.50 out of 5	
	International	4.23 out of 5	
Established relationship with customer/client	Oregon	6.00 out of 8	
	International	6.10 out of 8	
Communicated understanding of customer/client needs	Oregon	6.50 out of 8	
	International	6.19 out of 8	
Facilitated customer/client buying decisions	Oregon	5.50 out of 8	
	International	5.81 out of 8	
Recommended specific product(s)/service(s)/action(s)	Oregon	7.00 out of 8	
	International	5.46 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)	Oregon	7.00 out of 8	
	International	6.06 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)	Oregon	6.00 out of 7	
	International	5.20 out of 7	
Prescribed a solution(s) to meet customer/client needs	Oregon	7.00 out of 8	
	International	6.09 out of 8	
Effectively answered customer/client questions and concerns	Oregon	6.50 out of 8	
	International	6.28 out of 8	




























Hospitality and Tourism Professional Selling

Composite Score	Oregon	80.50	
	International	79.53	

Oral			
Composite Score	Oregon	80.50 out of 100	
	International	79.53 out of 100	
Presented an effective and engaging opening	Oregon	6.00 out of 7	
	International	5.61 out of 7	
Effectively closed the sale or ended the consultation	Oregon	8.00 out of 10	
	International	7.54 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary, words were enunciated and pronounced clearly, voice conveyed enthusiasm and volume was appropriate for the situation.	Oregon	9.00 out of 10	
	International	8.09 out of 10	
Professional appearance, poise and confidence	Oregon	5.00 out of 5	
	International	4.14 out of 5	
Overall impression	Oregon	4.50 out of 5	
	International	4.44 out of 5	
Established relationship with customer/client	Oregon	6.00 out of 8	
	International	6.44 out of 8	
Communicated understanding of customer/client needs	Oregon	5.50 out of 8	
	International	5.93 out of 8	
Facilitated customer/client buying decisions	Oregon	6.50 out of 8	
	International	6.14 out of 8	
Recommended specific product(s)/service(s)/action(s)	Oregon	6.00 out of 8	
	International	6.56 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)	Oregon	6.50 out of 8	
	International	6.34 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)	Oregon	5.50 out of 7	
	International	5.47 out of 7	
Prescribed a solution(s) to meet customer/client needs	Oregon	6.00 out of 8	
	International	6.14 out of 8	
Effectively answered customer/client questions and concerns	Oregon	6.00 out of 8	
	International	6.69 out of 8	

Professional Selling

Composite Score	Oregon	72.00	
	International	72.51	

Oral			
Composite Score	Oregon	72.00 out of 100	
	International	72.51 out of 100	
Presented an effective and engaging opening	Oregon	4.50 out of 7	
	International	5.39 out of 7	
Effectively closed the sale or ended the consultation	Oregon	7.50 out of 10	
	International	6.47 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary, words were enunciated and pronounced clearly, voice conveyed enthusiasm and volume was appropriate for the situation.	Oregon	6.50 out of 10	
	International	7.77 out of 10	
Professional appearance, poise and confidence	Oregon	4.00 out of 5	
	International	4.00 out of 5	
Overall impression	Oregon	4.00 out of 5	
	International	4.27 out of 5	
Established relationship with customer/client	Oregon	6.50 out of 8	
	International	5.56 out of 8	
Communicated understanding of customer/client needs	Oregon	5.50 out of 8	
	International	5.47 out of 8	
Facilitated customer/client buying decisions	Oregon	5.50 out of 8	
	International	5.28 out of 8	
Recommended specific product(s)/service(s)/action(s)	Oregon	5.50 out of 8	
	International	5.60 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)	Oregon	5.50 out of 8	
	International	6.02 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)	Oregon	5.00 out of 7	
	International	5.15 out of 7	
Prescribed a solution(s) to meet customer/client needs	Oregon	5.50 out of 8	
	International	5.42 out of 8	
Effectively answered customer/client questions and concerns	Oregon	6.50 out of 8	
	International	6.10 out of 8	