

2013 Judges' Assessments

Oregon

Composite Score

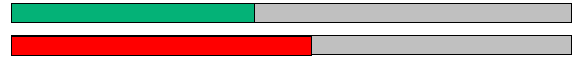
Oregon	51.8
International	48.4



Accounting Applications

Preliminary Case Study

Oregon	43.3 out of 100
International	53.6



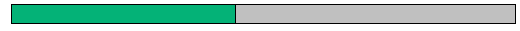
Describe legal issues affecting businesses.

9.0 out of 18



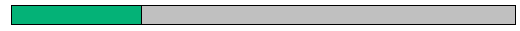
Describe the role of the Securities and Exchange Commission (SEC) in regulating the accounting industry.

8.0 out of 18



Discuss the impact of the Sarbanes-Oxley Act of 2002 on accounting.

4.7 out of 18



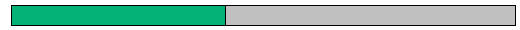
Explain the nature of business ethics.

9.0 out of 18



Explain the purpose of internal accounting controls.

7.7 out of 18



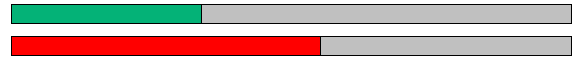
Overall impression and response to the judge's questions

5.0 out of 10



Preliminary Presentation

Oregon	34.0 out of 100
International	55.2



Analyze purchase transactions.

7.3 out of 18



Analyze sales transactions.

8.3 out of 18



Calculate the cost of goods sold.

5.0 out of 18



Overall impression and response to the judge's questions

5.7 out of 10



Process sales returns and allowances

1.7 out of 18



Record transactions in special journals.

6.0 out of 18



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Oregon 51.8
International 48.4



Advertising Campaign Event

Preliminary Presentation

Oregon 73.0 out of 100
International 66.0



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

6.0 out of 8



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

3.5 out of 4



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

4.0 out of 4



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

4.0 out of 7



The advertising scheduled shows continuity and logical order

5.5 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.

5.5 out of 8



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

5.0 out of 8



The campaign shows real creativity and uses a unique and effective approach.

4.5 out of 7



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

5.0 out of 8



The media selection is realistic and properly defined in terms of reach, frequency and continuity

6.5 out of 8



The oral presentation clearly expands and develops the objectives as written in the fact sheets

12.0 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.

6.0 out of 8



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

5.5 out of 7



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Oregon	51.8
International	48.4



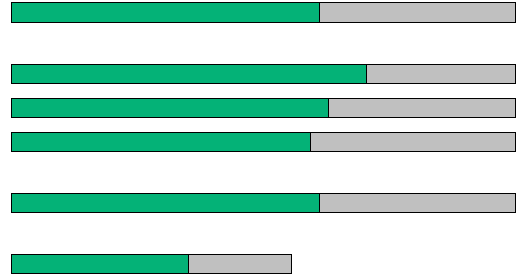
Apparel and Accessories Marketing

Preliminary Case Study

Oregon	63.0 out of 100
International	56.7



Discuss actions employees can take to achieve the company's desired results.	11.0 out of 18
Distinguish between retailing and marketing.	12.7 out of 18
Explain the concept of marketing strategies.	11.3 out of 18
Explain the relationship between customer service and distribution.	10.7 out of 18
Identify internal and external service standards.	11.0 out of 18
Overall impression and response to the judge's questions	6.3 out of 10

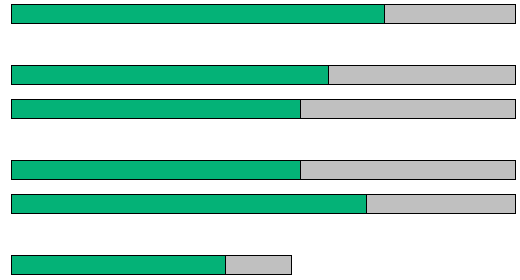


Preliminary Presentation

Oregon	65.7 out of 100
International	57.4





















Analyze employer expectations in the business environment.	13.3 out of 18
Demonstrate systematic behavior.	11.3 out of 18
Explain the use of feedback for personal growth.	10.3 out of 18
Identify components of a retail image.	10.3 out of 18
Identify skills needed to enhance career progression.	12.7 out of 18
Overall impression and response to the judge's questions	7.7 out of 10



























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Composite Score	Oregon	51.8		
	International	48.4		
Automotive Services Marketing				
Preliminary Case Study	Oregon	37.7 out of 100		
	International	58.5		
Analyze product information to identify product features and benefits.		7.0 out of 18		
Describe factors used by marketers to position products/services.		6.7 out of 18		
Explain the role of customer service as a component of selling relationships.		9.0 out of 18		
Identify product's/service's competitive advantage.		5.3 out of 18		
Overall impression and response to the judge's questions		4.0 out of 10		
Use appropriate assertiveness.		5.7 out of 18		
Preliminary Presentation	Oregon	55.0 out of 100		
	International	58.5		
Analyze the impact of technology on marketing.		8.0 out of 18		
Describe word-of-mouth channels used to communicate with targeted audiences.		10.0 out of 18		
Explain key factors in building a clientele.		10.7 out of 18		
Explain the nature of direct marketing channels.		9.7 out of 18		
Identify communications channels used in sales promotion.		9.0 out of 18		
Overall impression and response to the judge's questions		7.7 out of 10		

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Oregon

Composite Score	Oregon	51.8	
	International	48.4	
Business Finance			
Final Presentation	Oregon	93.0 out of 100	
	International	66.6	
Analyze daily transactions.		17.0 out of 18	
Determine financial strengths/weaknesses of a business.		17.0 out of 18	
Discuss the analysis of a company's financial situation using its financial statements.		17.0 out of 18	
Explain the use of financial information to identify trends.		16.0 out of 18	
Identify reasons to analyze financial data (e.g. to understand accounting treatment, to verify information, to analyze variances, to guide financial decision-making).		17.0 out of 18	
Overall impression and response to the judge's questions		9.0 out of 10	
Preliminary Case Study	Oregon	70.7 out of 100	
	International	68.9	
Analyze company resources to ascertain policies and procedures.		11.0 out of 18	
Analyze daily transactions.		13.7 out of 18	
Calculate gross revenue.		13.7 out of 18	
Discuss the nature of customer relationship management.		12.0 out of 18	
Discuss the nature of short-term (operating) financial plans.		13.0 out of 18	
Overall impression and response to the judge's questions		7.3 out of 10	
Preliminary Presentation	Oregon	85.7 out of 100	
	International	72.4	
Apply information to accomplish a task.		16.0 out of 18	
Determine economic utilities created by business activities.		14.7 out of 18	
Discuss the nature of information management.		15.7 out of 18	
Explain the nature of the payback period.		15.7 out of 18	
Identify ways that technology impacts business.		14.7 out of 18	
Overall impression and response to the judge's questions		9.0 out of 10	

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Oregon

Composite Score

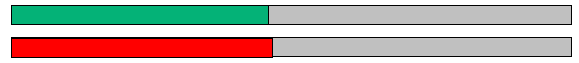
Oregon 51.8
International 48.4



Business Law and Ethics Team Decision Making

Final Presentation

Oregon 46.0 out of 100
International 46.7



Clarity of expression

3.0 out of 6



Describe marketing functions and related activities.

7.0 out of 10



Describe the functions of prices in markets.

7.0 out of 10



Describe the role of business ethics in pricing.

5.0 out of 10



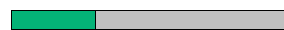
Effective participation of both team members

3.0 out of 6



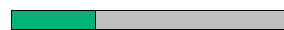
Explain the nature of positive customer relations.

3.0 out of 10



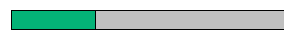
Explain the role of ethics in customer relationship management.

3.0 out of 10



Identify company's brand promise.

3.0 out of 10



Identify factors affecting a business's profit.

3.0 out of 10



Organization of ideas

3.0 out of 6



Overall impression and responses to the judge's questions

3.0 out of 6



Showed evidence of mature judgment

3.0 out of 6



Preliminary Presentation

Oregon 76.7 out of 100
International 64.3



Analyze company resources to ascertain policies and procedures.

9.0 out of 10



Clarity of expression

4.7 out of 6



Defend ideas objectively.

6.7 out of 10



Edit and revise written work consistent with professional standards.

8.0 out of 10



Effective participation of both team members

5.3 out of 6



Employ communication styles appropriate to target audience.

6.0 out of 10



Explain ethical considerations in providing information.

8.0 out of 10



Follow instructions for use of equipment, tools and machinery.

6.3 out of 10



Organization of ideas

4.3 out of 6



Overall impression and responses to the judge's questions

5.7 out of 6



Show empathy for others.

8.0 out of 10





















Showed evidence of mature judgment

4.7 out of 6




























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Oregon

Composite Score	Oregon	51.8		
	International	48.4		
Business Service Marketing				
Preliminary Case Study	Oregon	58.3 out of 100		
	International	60.4		
Analyze product information to identify product features and benefits.		10.3 out of 18		
Explain company selling policies.		11.7 out of 18		
Explain the role of customer service as a component of selling relationships.		10.7 out of 18		
Identify product's/service's competitive advantage.		9.7 out of 18		
Overall impression and response to the judge's questions		6.0 out of 10		
Use appropriate assertiveness.		10.0 out of 18		
Preliminary Presentation	Oregon	51.7 out of 100		
	International	60.1		
Describe factors that affect the business environment.		10.3 out of 18		
Determine factors affecting business risk.		8.7 out of 18		
Explain the concept of competition.		10.0 out of 18		
Identify factors affecting a business's profit.		8.7 out of 18		
Identify product's/service's competitive advantage.		8.7 out of 18		
Overall impression and response to the judge's questions		5.3 out of 10		
























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Oregon

Composite Score	Oregon	51.8		
	International	48.4		
Business Services Operations Research				
Final Case Study	Oregon	43.0 out of 60		
	International	38.1		
Created a timeline to implement the strategic plan		3.0 out of 4		
Description of the business or organization		3.0 out of 4		
Developed a cost analysis of revising the website which includes hosting fees and technical support		3.0 out of 4		
Developed a strategic plan to revise and improve the business's or organization's website		3.0 out of 4		
Identified revenue streams for the revised website		3.0 out of 4		
One-page description of the project		3.0 out of 4		
Opportunities for the business's or organization's website		3.0 out of 4		
Overview of the business's current website structure, capabilities, offerings, etc.		3.0 out of 4		
Professional layout, neatness, proper grammar, spelling and word usage		3.0 out of 4		
Steps taken to conduct the study		3.0 out of 6		
Steps taken to design the study and the instrument(s)		3.0 out of 6		
Strengths of the business's or organization's website		3.0 out of 4		
Threats to the business's or organization's website		3.0 out of 4		
Weaknesses of the business's or organization's website		4.0 out of 4		
Final Presentation	Oregon	25.0 out of 40		
	International	19.8		
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		7.0 out of 12		
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		4.0 out of 6		
Question on the details of the findings and conclusions		4.0 out of 8		
Question on the proposed strategic plan		4.0 out of 8		
Question on the research methods		6.0 out of 6		
Preliminary Case Study	Oregon	48.5 out of 60		
	International	41.2		
























2013 Judges' Assessments

Oregon

Composite Score	Oregon	51.8		
	International	48.4		
Created a timeline to implement the strategic plan		4.0 out of 4	4	
Description of the business or organization		2.5 out of 4	4	
Developed a cost analysis of revising the website which includes hosting fees and technical support		3.5 out of 4	4	
Developed a strategic plan to revise and improve the business's or organization's website		4.0 out of 4	4	
Identified revenue streams for the revised website		3.5 out of 4	4	
One-page description of the project		4.0 out of 4	4	
Opportunities for the business's or organization's website		2.5 out of 4	4	
Overview of the business's current website structure, capabilities, offerings, etc.		2.0 out of 4	4	
Professional layout, neatness, proper grammar, spelling and word usage		3.5 out of 4	4	
Steps taken to conduct the study		4.5 out of 6	6	
Steps taken to design the study and the instrument(s)		4.0 out of 6	6	
Strengths of the business's or organization's website		4.0 out of 4	4	
Threats to the business's or organization's website		3.5 out of 4	4	
Weaknesses of the business's or organization's website		3.0 out of 4	4	
Preliminary Presentation	Oregon	35.0 out of 40	40	
	International	27.8		
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		10.0 out of 12	12	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		6.0 out of 6	6	
Question on the details of the findings and conclusions		7.0 out of 8	8	
Question on the proposed strategic plan		6.0 out of 8	8	
Question on the research methods		6.0 out of 6	6	
























2013 Judges' Assessments

Oregon

Composite Score	Oregon	51.8		
	International	48.4		
Buying and Merchandising Operations Research				
Final Case Study	Oregon	40.0 out of 60		
	International	34.7		
Created a timeline to implement the strategic plan		2.7 out of 4		
Description of the business or organization		2.0 out of 4		
Developed a cost analysis of revising the website which includes hosting fees and technical support		3.3 out of 4		
Developed a strategic plan to revise and improve the business's or organization's website		4.0 out of 4		
Identified revenue streams for the revised website		3.3 out of 4		
One-page description of the project		2.0 out of 4		
Opportunities for the business's or organization's website		2.0 out of 4		
Overview of the business's current website structure, capabilities, offerings, etc.		2.0 out of 4		
Professional layout, neatness, proper grammar, spelling and word usage		2.0 out of 4		
Steps taken to conduct the study		3.7 out of 6		
Steps taken to design the study and the instrument(s)		5.0 out of 6		
Strengths of the business's or organization's website		3.0 out of 4		
Threats to the business's or organization's website		3.0 out of 4		
Weaknesses of the business's or organization's website		2.0 out of 4		
Final Presentation	Oregon	26.0 out of 40		
	International	19.0		
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		5.7 out of 12		
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		6.0 out of 6		
Question on the details of the findings and conclusions		4.3 out of 8		
Question on the proposed strategic plan		4.7 out of 8		
Question on the research methods		5.3 out of 6		
Preliminary Case Study	Oregon	54.7 out of 60		
	International	42.0		

2013 Judges' Assessments

Oregon

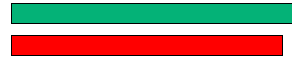
Composite Score	Oregon	51.8		
	International	48.4		
Created a timeline to implement the strategic plan		4.0 out of 4	4	
Description of the business or organization		4.0 out of 4	4	
Developed a cost analysis of revising the website which includes hosting fees and technical support		4.0 out of 4	4	
Developed a strategic plan to revise and improve the business's or organization's website		4.0 out of 4	4	
Identified revenue streams for the revised website		3.3 out of 4	4	
One-page description of the project		4.0 out of 4	4	
Opportunities for the business's or organization's website		3.7 out of 4	4	
Overview of the business's current website structure, capabilities, offerings, etc.		3.3 out of 4	4	
Professional layout, neatness, proper grammar, spelling and word usage		4.0 out of 4	4	
Steps taken to conduct the study		4.7 out of 6	6	
Steps taken to design the study and the instrument(s)		3.7 out of 6	6	
Strengths of the business's or organization's website		4.0 out of 4	4	
Threats to the business's or organization's website		4.0 out of 4	4	
Weaknesses of the business's or organization's website		4.0 out of 4	4	
Preliminary Presentation	Oregon	32.7 out of 40	40	
	International	26.3		
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		9.0 out of 12	12	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		5.0 out of 6	6	
Question on the details of the findings and conclusions		6.3 out of 8	8	
Question on the proposed strategic plan		6.7 out of 8	8	
Question on the research methods		5.7 out of 6	6	

2013 Judges' Assessments

Oregon

Composite Score

Oregon	51.8
International	48.4



Buying and Merchandising Team Decision Making

Preliminary Presentation	Oregon	58.5 out of 100
	International	63.2



Clarity of expression	4.5 out of 6	
Describe factors that affect the business environment.	5.5 out of 10	
Describe the role of business ethics in pricing.	5.5 out of 10	
Determine factors affecting business risk.	4.5 out of 10	
Effective participation of both team members	4.0 out of 6	
Explain factors affecting pricing decisions.	5.5 out of 10	
Explain the principles of supply and demand.	4.5 out of 10	
Explain the role of situation analysis in the marketing planning process.	4.5 out of 10	
Identify factors affecting a business's profit.	7.0 out of 10	
Organization of ideas	4.0 out of 6	
Overall impression and responses to the judge's questions	4.5 out of 6	
Showed evidence of mature judgment	4.5 out of 6	

2013 Judges' Assessments

Oregon

Composite Score	Oregon	51.8		
	International	48.4		
Community Service Project				
Preliminary Case Study	Oregon	40.3 out of	60	
	International	41.9		
Description and purpose of the project		3.0 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		2.7 out of	5	
Description of the local DECA chapter, school and community		3.3 out of	4	
Description of the project and documentation		3.0 out of	5	
Evaluation of the project		3.0 out of	5	
Historic background of the selected community service or charity		3.3 out of	4	
Impact goal for the beneficiary		3.0 out of	4	
Impact of the community service or charitable project		3.7 out of	5	
One-page description of the project		3.7 out of	4	
Organizational chart, member involvement and job descriptions		2.3 out of	5	
Professional layout, neatness, proper grammar, spelling and word usage		2.7 out of	5	
Rationale for selecting the community service or charitable project		3.0 out of	5	
Recommendation(s) for future projects		3.7 out of	4	
Preliminary Presentation	Oregon	27.7 out of	40	
	International	28.3		
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		4.0 out of	8	
Overall performance, presentation technique, effective use of visuals and participation of all		3.3 out of	4	
To what extent did the chapter representatives adequately explain the benefits of the project to the chapter?		4.3 out of	6	
To what extent did the chapter representatives adequately explain the evaluation of the Community Service Project and recommendations for future projects?		4.3 out of	6	
To what extent did the chapter representatives adequately explain the implementation and coordination of the project?		4.3 out of	6	
To what extent did the chapter representatives adequately explain the reason(s) for selecting the Community Service Project?		4.3 out of	6	

2013 Judges' Assessments

Oregon

Category	Oregon	International	Score	Max	Visual
Composite Score	51.8	48.4			
To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?	3.0		3.0 out of 4	4	
Creative Marketing Project					
Preliminary Case Study	43.0	41.8	43.0 out of 60	60	
Appropriate background information is provided	3.3		3.3 out of 4	4	
Description of primary research conducted	3.0		3.0 out of 4	4	
Description of secondary research conducted	3.0		3.0 out of 4	4	
Description of the involvement of chapter members and businesspeople	2.3		2.3 out of 4	4	
One-page description of the project	2.7		2.7 out of 4	4	
Plan for implementing the recommendations	3.7		3.7 out of 4	4	
Presentation of conclusions	2.3		2.3 out of 6	6	
Presentation of findings	3.0		3.0 out of 6	6	
Problem is stated clearly	3.0		3.0 out of 4	4	
Professional layout, neatness, proper grammar, spelling and word usage	3.7		3.7 out of 4	4	
Project presented to the appropriate officials	4.0		4.0 out of 4	4	
Projected outcomes from the implementation	2.7		2.7 out of 4	4	
Recommendations resulting from the study	3.3		3.3 out of 4	4	
Significance of the problem studied	3.0		3.0 out of 4	4	
Preliminary Presentation	28.3	26.0	28.3 out of 40	40	
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation	5.7		5.7 out of 8	8	
Overall performance, presentation technique, effective use of visuals and participation of all	3.3		3.3 out of 4	4	
Question on the findings and recommendations	4.7		4.7 out of 8	8	
Question on the rationale for selecting the research problem	5.3		5.3 out of 8	8	
Question on the rationale for the design of the research	5.3		5.3 out of 8	8	
To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?	4.0		4.0 out of 4	4	

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Composite Score

Oregon 51.8
International 48.4

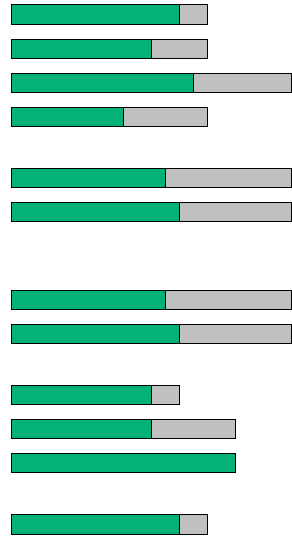


Entrepreneurship Innovation Plan

Preliminary Presentation Oregon 68.5 out of 100
International 64.1

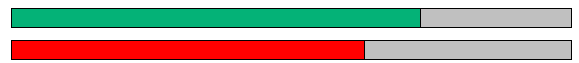


Description of the earning potential 6.0 out of 7
Description of the growth potential 5.0 out of 7
Description of the opportunity that exists 6.5 out of 10
Description of the potential reach of the proposed business/product/service 4.0 out of 7
Description of the target market 5.5 out of 10
Description of the trend(s) occurring which suggests that the proposed business/product/service will be marketable 6.0 out of 10
Description of the unique selling position 5.5 out of 10
Explanation of business/product/service proposed 6.0 out of 10
One-page description of the plan 5.0 out of 6
Overall impression of the concept paper 5.0 out of 8
Overall impression of the presentation and of the participant (articulate, knowledgeable) 8.0 out of 8
Request for financing and summary of key points 6.0 out of 7

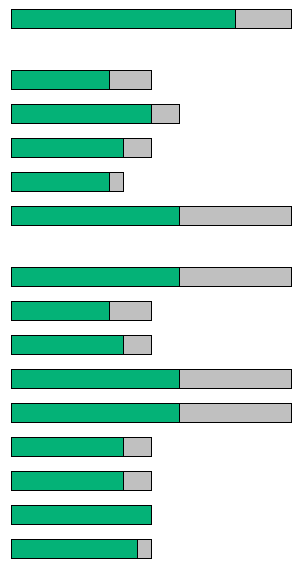


Entrepreneurship Participating-Franchise Business

Preliminary Presentation Oregon 73.0 out of 100
International 63.1



Analysis of the business opportunity, customer and location 8.0 out of 10
Capital and repayment plan 3.5 out of 5
Introduction and self-analysis 5.0 out of 6
Nonpersonal promotion 4.0 out of 5
One-page description of the project 3.5 out of 4
Overall impression of the presentation and of the participant (articulate, knowledgeable) 6.0 out of 10
Overall impression of the written prospectus 6.0 out of 10
Personal promotion 3.5 out of 5
Place 4.0 out of 5
Projected income/cash flow 6.0 out of 10
Projected three-year plan 6.0 out of 10
Proposed organization 4.0 out of 5
Proposed pricing policies 4.0 out of 5
Proposed product/service 5.0 out of 5
Rationale and marketing research on the acceptability of the product/service 4.5 out of 5



2013 Judges' Assessments

Oregon

Composite Score

Oregon	51.8
International	48.4



Entrepreneurship Participating-Independent Business





















Preliminary Presentation	Oregon	52.5 out of 100
	International	58.7



Analysis of the business opportunity, customer and location	4.0 out of 10	
Capital and repayment plan	3.0 out of 5	
Introduction and self-analysis	3.5 out of 6	
Nonpersonal promotion	3.5 out of 5	
One-page description of the project	2.5 out of 4	
Overall impression of the presentation and of the participant (articulate, knowledgeable)	3.5 out of 10	
Overall impression of the written prospectus	5.0 out of 10	
Personal promotion	3.5 out of 5	
Place	4.0 out of 5	
Projected income/cash flow	4.5 out of 10	
Projected three-year plan	3.0 out of 10	
Proposed organization	3.0 out of 5	
Proposed pricing policies	3.5 out of 5	
Proposed product/service	3.0 out of 5	
Rationale and marketing research on the acceptability of the product/service	3.0 out of 5	

2013 Judges' Assessments

Oregon

Composite Score	Oregon	51.8		
	International	48.4		
Entrepreneurship Promotion Project				
Preliminary Case Study	Oregon	27.0 out of 60		
	International	37.3		
Description of the local DECA chapter and the school and community		0.8 out of 7		
Evaluation of campaign targeted at the outside audience		4.6 out of 8		
Implementation of activity(ies)		3.0 out of 8		
One-page description of the project		2.2 out of 7		
Planning and organization of activity(ies)		3.8 out of 8		
Professional layout, neatness, proper grammar, spelling and word usage		3.4 out of 6		
Purpose of activity(ies)		5.0 out of 8		
Recommendations for additional new activity(ies) for future campaigns		4.2 out of 8		
Preliminary Presentation	Oregon	26.6 out of 40		
	International	26.2		
A question about knowledge of entrepreneurship		5.0 out of 7		
A question about knowledge of the importance of entrepreneurship		4.8 out of 7		
A question about the activity(ies) completed		5.4 out of 7		
Description and value of activity(ies) targeted at outside audiences		4.6 out of 7		
Description of the project; organization, clarity and effectiveness of the presentation and involvement of all chapter representatives		3.4 out of 7		
Professional standards (appearance, poise and confidence), presentation technique, effective use of visuals and participation of all		3.4 out of 5		

2013 Judges' Assessments

Oregon

Composite Score

Oregon 51.8
International 48.4



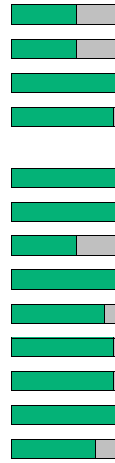
Entrepreneurship Written Event

Preliminary Case Study

Oregon 45.3 out of 60
International 39.2



Analysis of the potential location(s)	2.3	out of	4
Market segment analysis	2.3	out of	4
One-page description of the project	4.0	out of	4
Professional layout, neatness, proper grammar, spelling and word usage	3.7	out of	4
Projected income and expenses	4.0	out of	6
Proposed marketing strategies	5.0	out of	8
Proposed organization	2.3	out of	4
Proposed plan to meet capital needs	4.0	out of	6
Proposed product/service	3.3	out of	4
Request for financing	3.7	out of	4
Self analysis	3.7	out of	4
Trading area analysis	4.0	out of	4
Type of business/product/service proposed and a brief description	3.0	out of	4

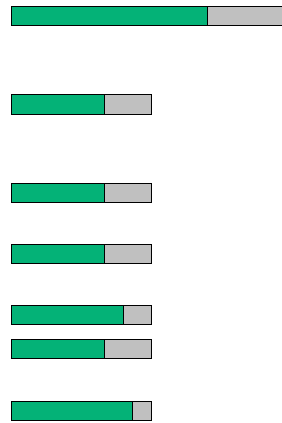


Preliminary Presentation

Oregon 28.7 out of 40
International 28.5










Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation	7.0	out of	10
Overall performance, presentation technique, effective use of visual aids and participation of all	3.3	out of	5
Question on the analysis of the business situation	3.3	out of	5
Question on the plan for operating the proposed business/product/service	3.3	out of	5
Question on the plan to meet capital needs	4.0	out of	5
Question on the projected income and expenses	3.3	out of	5
To what extent did the participants demonstrate professional appearance, poise and confidence?	4.3	out of	5



2013 Judges' Assessments

Oregon

Composite Score	Oregon	51.8		
	International	48.4		
Entrepreneurship-Growing Your Business				
Preliminary Case Study	Oregon	33.0 out of 60		
	International	39.6		
Capital needed for expansion opportunities		1.0 out of 4		
Current financial situation		2.0 out of 4		
Demographics of market area		1.0 out of 3		
Description of the products and/or services offered		2.0 out of 4		
Expansion Opportunities		2.0 out of 4		
Fixed overhead and cost of operations		1.0 out of 4		
Marketing Plan		2.0 out of 4		
One-page description of the project		3.0 out of 3		
Opportunities available for the business		3.0 out of 3		
Professional layout, neatness, proper grammar, spelling and word usage		3.0 out of 3		
Strengths of the business		1.0 out of 3		
Summary of key points		3.0 out of 3		
Threats to the business		1.0 out of 3		
Time to achieve profitability		3.0 out of 4		
Type of business owned and operated and description of the current business operations		2.0 out of 4		
Unique characteristics of the business		2.0 out of 4		
Weaknesses of the business		1.0 out of 3		
Preliminary Presentation	Oregon	34.0 out of 40		
	International	32.6		
Financing plan		3.0 out of 4		
Opening remarks		5.0 out of 5		
Overall performance, presentation technique, effective use of visual aids and participation of all members		2.0 out of 5		
Plan to grow the business		4.0 out of 5		
Question on the financing plan		4.0 out of 4		
Question on the five year plan		4.0 out of 4		
Question on the unique qualities of the business		4.0 out of 4		
SWOT analysis		4.0 out of 5		
To what extent did the participants demonstrate professional appearance, poise and confidence?		4.0 out of 4		

2013 Judges' Assessments

Oregon

Composite Score

Oregon	51.8
International	48.4



Fashion Merchandising Promotion Plan

Preliminary Presentation

Oregon	60.3 out of 100
International	65.2



Participant overcame objections by answering the judge's questions.

9.3 out of 14



Professional layout, neatness, proper grammar, spelling and word usage.

5.3 out of 7



The budget is realistic for the promotion plan based on the size and location of the store.

4.7 out of 7



The oral presentation and the written plan are logical, complete and workable for the particular situation.

10.3 out of 16



The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques.

4.0 out of 7



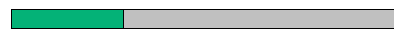
The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training.

6.7 out of 14



The promotion plan shows creativity in design and format. If visual aids are used, do they help to clarify and/or enhance the promotion plan? Are visuals limited to those used in an actual in-store situation?

4.0 out of 14



The responsibility sheet is compatible with the size and location of the store described.

6.0 out of 7



The schedule of events shows continuity and logical order.

6.0 out of 7




























The written and oral presentations show evidence of a realistic knowledge of fashion merchandising trends.

4.0 out of 7



2013 Judges' Assessments

Oregon

Composite Score	Oregon	51.8		
	International	48.4		
Finance Operations Research Event				
Preliminary Case Study	Oregon	39.0 out of 60		
	International	41.0		
Created a timeline to implement the strategic plan		3.0 out of 4		
Description of the business or organization		4.0 out of 4		
Developed a cost analysis of revising the website which includes hosting fees and technical support		2.0 out of 4		
Developed a strategic plan to revise and improve the business's or organization's website		4.0 out of 4		
Identified revenue streams for the revised website		3.0 out of 4		
One-page description of the project		3.0 out of 4		
Opportunities for the business's or organization's website		2.0 out of 4		
Overview of the business's current website structure, capabilities, offerings, etc.		2.0 out of 4		
Professional layout, neatness, proper grammar, spelling and word usage		4.0 out of 4		
Steps taken to conduct the study		2.0 out of 6		
Steps taken to design the study and the instrument(s)		2.0 out of 6		
Strengths of the business's or organization's website		3.0 out of 4		
Threats to the business's or organization's website		3.0 out of 4		
Weaknesses of the business's or organization's website		2.0 out of 4		
Preliminary Presentation	Oregon	8.0 out of 40		
	International	26.3		
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		1.0 out of 12		
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		0.0 out of 6		
Question on the details of the findings and conclusions		3.0 out of 8		
Question on the proposed strategic plan		3.0 out of 8		
Question on the research methods		1.0 out of 6		

2013 Judges' Assessments

Oregon

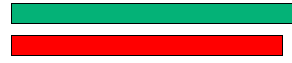
Composite Score	Oregon	51.8		
	International	48.4		
Financial Literacy Promotion Project				
Preliminary Case Study	Oregon	36.0 out of	60	
	International	36.4		
Description of the local DECA chapter and the school and community		3.8 out of	7	
Evaluation of campaign targeted at the outside audience		4.5 out of	8	
Implementation of activity(ies)		5.3 out of	8	
One-page description of the project		5.3 out of	7	
Planning and organization of activity(ies)		3.8 out of	8	
Professional layout, neatness, proper grammar, spelling and word usage		3.0 out of	6	
Purpose of activity(ies)		5.5 out of	8	
Recommendations for additional new activity(ies) for future campaigns		5.0 out of	8	
Preliminary Presentation	Oregon	18.5 out of	40	
	International	26.0		
A question about knowledge of financial literacy		2.8 out of	7	
A question about knowledge of the importance of financial literacy		3.0 out of	7	
A question about the activity(ies) completed		4.0 out of	7	
Description and value of activity(ies) targeted at outside audiences		3.5 out of	7	
Description of the project; organization, clarity and effectiveness of the presentation and involvement of all chapter representatives		2.8 out of	7	
Professional standards (appearance, poise and confidence), presentation technique, effective use of visuals and participation of all		2.5 out of	5	

2013 Judges' Assessments

Oregon

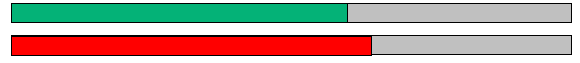
Composite Score

Oregon	51.8
International	48.4



Financial Services Team Decision Making



















Preliminary Presentation	Oregon	60.0 out of 100
	International	64.4



Clarity of expression	4.0 out of 6	
Describe the functions of prices in markets.	5.0 out of 10	
Effective participation of both team members	4.5 out of 6	
Explain how organizations adapt to today's markets.	5.0 out of 10	
Explain the concept of competition.	5.0 out of 10	
Explain the principles of supply and demand.	7.0 out of 10	
Explain the role of business in society.	4.5 out of 10	
Explain the types of economic systems.	7.0 out of 10	
Identify factors affecting a business's profit.	6.5 out of 10	
Organization of ideas	4.0 out of 6	
Overall impression and responses to the judge's questions	3.0 out of 6	
Showed evidence of mature judgment	4.5 out of 6	

2013 Judges' Assessments

Oregon

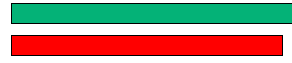
Composite Score	Oregon	51.8	
	International	48.4	
Food Marketing			
Preliminary Case Study	Oregon	61.7 out of 100	
	International	58.7	
Describe factors used by marketers to position products/services.		10.0 out of 18	
Explain the concept of competition.		9.0 out of 18	
Explain the nature of product/service branding.		11.0 out of 18	
Explain the responsibility of individuals to apply ethical standards in marketing.		12.3 out of 18	
Identify the impact of product life cycles on marketing decisions.		11.3 out of 18	
Overall impression and response to the judge's questions		8.0 out of 10	
Preliminary Presentation	Oregon	45.0 out of 100	
	International	58.9	
Demonstrate connections between company actions and results.		9.3 out of 18	
Describe factors used by marketers to position products/services.		8.0 out of 18	
Explain customer/client/business buying behavior.		10.0 out of 18	
Explain the nature of marketing management.		5.3 out of 18	
Identify company's unique selling proposition.		7.7 out of 18	
Overall impression and response to the judge's questions		4.7 out of 10	

2013 Judges' Assessments

Oregon

Composite Score

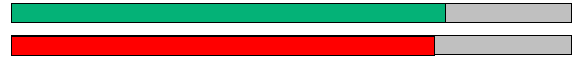
Oregon 51.8
International 48.4



Hospitality & Tourism Professional Selling

Preliminary Presentation

Oregon 77.5 out of 100
International 75.6



Clearly demonstrated thorough and effective product/service knowledge.

17.5 out of 20



Effectively moved toward the close of the sale.

5.0 out of 7



Effectively used feature/benefit selling that appeals to primary and secondary target markets.

4.0 out of 7



Effectively used suggestion selling to enhance the presentation.

3.5 out of 7



Judge's subjective evaluation of the total performance; overall general impression.

4.5 out of 7



Overcame objections in a poised and confident manner; answered all questions from the judge.

6.5 out of 7



Professional appearance, poise and confidence.

5.0 out of 7



The information was realistic and logical (e.g., timelines, finances) and was clearly communicated.

6.5 out of 7



The opening was effective.

3.5 out of 6



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

13.5 out of 15




























Used visual aids to clarify and/or enhance the presentation (e.g., prospectus, proposals, fact sheets).

8.0 out of 10



2013 Judges' Assessments

Oregon

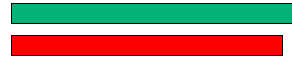
Composite Score	Oregon	51.8		
	International	48.4		
Hospitality and Tourism Operations Research				
Preliminary Case Study	Oregon	42.7 out of 60		
	International	42.5		
Created a timeline to implement the strategic plan		2.3 out of 4		
Description of the business or organization		2.7 out of 4		
Developed a cost analysis of revising the website which includes hosting fees and technical support		2.7 out of 4		
Developed a strategic plan to revise and improve the business's or organization's website		3.0 out of 4		
Identified revenue streams for the revised website		2.7 out of 4		
One-page description of the project		3.7 out of 4		
Opportunities for the business's or organization's website		3.0 out of 4		
Overview of the business's current website structure, capabilities, offerings, etc.		3.0 out of 4		
Professional layout, neatness, proper grammar, spelling and word usage		3.0 out of 4		
Steps taken to conduct the study		3.3 out of 6		
Steps taken to design the study and the instrument(s)		3.3 out of 6		
Strengths of the business's or organization's website		3.0 out of 4		
Threats to the business's or organization's website		3.3 out of 4		
Weaknesses of the business's or organization's website		3.7 out of 4		
Preliminary Presentation	Oregon	25.3 out of 40		
	International	26.8		
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation		5.3 out of 12		
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		4.7 out of 6		
Question on the details of the findings and conclusions		6.3 out of 8		
Question on the proposed strategic plan		4.3 out of 8		
Question on the research methods		4.7 out of 6		

2013 Judges' Assessments

Oregon

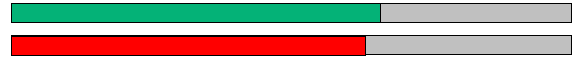
Composite Score

Oregon	51.8
International	48.4



Hospitality Services Team Decision Making

Preliminary Presentation	Oregon	66.0 out of 100
	International	63.2



Clarity of expression	4.7 out of 6	
Demonstrate connections between company actions and results.	6.3 out of 10	
Discuss actions employees can take to achieve the company's desired results.	6.7 out of 10	
Effective participation of both team members	4.7 out of 6	
Explain factors affecting pricing decisions.	5.7 out of 10	
Explain the role of promotion as a marketing function.	6.3 out of 10	
Identify company's unique selling proposition.	7.3 out of 10	
Identify internal and external service standards.	6.0 out of 10	
Identify internal and external service standards.	5.0 out of 10	
Organization of ideas	5.3 out of 6	
Overall impression and responses to the judge's questions	3.3 out of 6	
Showed evidence of mature judgment	4.7 out of 6	

2013 Judges' Assessments

Oregon

Composite Score

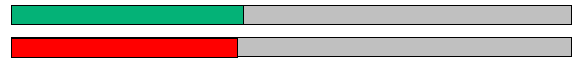
Oregon 51.8
International 48.4



Hotel and Lodging Management

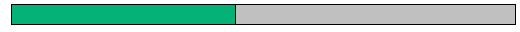
Final Presentation

Oregon 41.5 out of 100
International 40.3



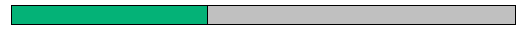
Explain the concept of market and market identification.

8.0 out of 18



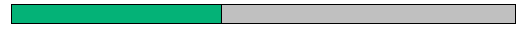
Explain the concept of marketing strategies.

7.0 out of 18



Explain the nature of direct marketing channels.

7.5 out of 18



Identify communications channels used in sales promotion.

7.5 out of 18



List special room rates.

6.0 out of 18



Overall impression and response to the judge's questions

5.5 out of 10



Preliminary Case Study

Oregon 61.0 out of 100
International 59.6



Describe special payment methods.

11.7 out of 18



Describe the role of business ethics in pricing.

14.0 out of 18



Explain factors affecting pricing decisions.

9.3 out of 18



Explain the nature and scope of the pricing function.

8.3 out of 18



Explain the principles of supply and demand.

11.3 out of 18



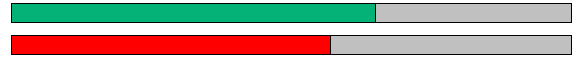
Overall impression and response to the judge's questions

6.3 out of 10



Preliminary Presentation

Oregon 65.0 out of 100
International 57.0



Describe factors used by marketers to position products/services.

13.0 out of 18



Detail the function of the marketing personnel.

12.0 out of 18



Determine economic utilities created by business activities.

10.3 out of 18



Distinguish between economic goods and services.

10.7 out of 18



Explain the concept of economic resources.

11.0 out of 18





























Overall impression and response to the judge's questions

8.0 out of 10






























2013 Judges' Assessments

Oregon

Composite Score	Oregon	51.8	
	International	48.4	
Human Resources Management			
Final Presentation	Oregon	74.0 out of 100	
	International	79.5	
Analyze impact of specialization/division of labor on productivity.		14.0 out of 18	
Conduct gap and/or needs analysis to identify human-resources development needs.		13.0 out of 18	
Describe planning techniques used in the hiring process.		14.0 out of 18	
Discuss factors that impact human resources management.		13.0 out of 18	
Explain the need for innovation skills.		13.0 out of 18	
Overall impression and response to the judge's questions		7.0 out of 10	
Preliminary Case Study	Oregon	79.7 out of 100	
	International	75.1	
Determine issues impacting human-resources development.		14.3 out of 18	
Develop an achievement orientation.		15.0 out of 18	
Enlist others in working toward a shared vision.		13.0 out of 18	
Explain the components of a compensation system.		13.7 out of 18	
Explain the nature of organizational development.		15.7 out of 18	
Overall impression and response to the judge's questions		8.0 out of 10	
Preliminary Presentation	Oregon	65.0 out of 100	
	International	75.0	
Analyze employer expectations in the business environment.		11.7 out of 18	
Assist with establishment of work rules.		11.0 out of 18	
Demonstrate adaptability.		11.7 out of 18	
Discuss factors that impact human resources management.		12.0 out of 18	
Motivate team members.		12.3 out of 18	
Overall impression and response to the judge's questions		6.3 out of 10	

2013 Judges' Assessments

Oregon

Composite Score	Oregon	51.8		
	International	48.4		
International Business Plan				
Preliminary Case Study	Oregon	42.3 out of 60		
	International	41.1		
Analysis of the potential location		2.8 out of 4		
Description of the country's economic system		2.3 out of 4		
Description of the country's governmental structure and stability		2.0 out of 4		
Description of the laws affecting the product and/or service		2.0 out of 4		
Details of the product/service(s)		2.8 out of 4		
Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages		2.0 out of 4		
How the product/service(s) will be transported to/from the home country; documentation		2.8 out of 4		
Market segment analysis		3.5 out of 4		
One-page description of the project		2.3 out of 4		
Professional layout, neatness, proper grammar, spelling and word usage		4.0 out of 4		
Projected income and expenses		3.8 out of 4		
Proposed organization		3.5 out of 4		
Proposed pricing policies		3.0 out of 4		
Proposed promotional program		3.0 out of 4		
The type of business, product and/or service with a description; description of the country; rationale for selecting the country; identification of existing trade barriers; sources of information		2.8 out of 4		
Preliminary Presentation	Oregon	30.0 out of 40		
	International	26.7		
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		5.3 out of 9		
Overall performance, presentation technique, effective use of visual aids and participation of all		5.0 out of 5		
Planned financing, projected income and expenses		3.8 out of 7		
Question on the analysis of the international business situation		5.5 out of 7		
Question on the planned operation of the proposed business		5.5 out of 7		
To what extent did the participant(s) demonstrate professional appearance, poise and confidence?		5.0 out of 5		

2013 Judges' Assessments

Oregon

Composite Score

Oregon 51.8
International 48.4



Learn and Earn Project

Preliminary Case Study

Oregon 45.0 out of 60
International 42.4



Earning outcomes	3.0	out of	4	
General project implementation	3.0	out of	4	
Learning outcomes	2.5	out of	4	
Market segment analysis	4.0	out of	4	
One-page description of the project	2.5	out of	4	
Plans for improving the learning and earning outcomes of the project	2.0	out of	4	
Professional layout, neatness, proper grammar, spelling and word usage	4.0	out of	4	
Projected operating budget	3.5	out of	4	
Proposed marketing strategies: pricing and promotional activity(ies)	3.0	out of	4	
Proposed organization	3.0	out of	4	
Proposed product/service	2.5	out of	4	
Rationale for the projected budget	4.0	out of	4	
Recommendations for future projects	2.0	out of	4	
Trading area analysis	3.0	out of	4	
Type of project, product and/or service description, sources of information	3.0	out of	4	

Preliminary Presentation

Oregon 27.5 out of 40
International 27.0



Opening presentation: description of the project; organization, clarity and effectiveness of the presentation	4.0	out of	8	
Overall performance, presentation technique, effective use of visual aids and participation of all	3.5	out of	4	
Question on the analysis of the business situation	5.5	out of	8	
Question on the outcomes	5.5	out of	8	
Question on the planned operation of the proposed project	5.5	out of	8	
To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?	3.5	out of	4	

2013 Judges' Assessments

Oregon

Composite Score

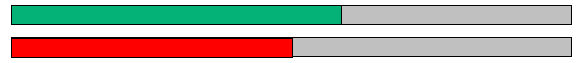
Oregon 51.8
International 48.4



Marketing Communications Team Decision Making

Final Presentation

Oregon 59.0 out of 100
International 50.2



Clarity of expression

3.0 out of 6



Describe factors used by marketers to position products/services.

7.0 out of 10



Effective participation of both team members

5.0 out of 6



Employ communication styles appropriate to target audience.

6.0 out of 10



Explain business ethics in product/service management.

5.0 out of 10



Explain communications channels used in public-relations activities.

8.0 out of 10



Explain the nature of effective written communications.

4.0 out of 10



Organization of ideas

6.0 out of 6



Overall impression and responses to the judge's questions

4.0 out of 6



Provide legitimate responses to inquiries.

5.0 out of 10



Showed evidence of mature judgment

2.0 out of 6



Write persuasive messages.

4.0 out of 10



Preliminary Presentation

Oregon 72.8 out of 100
International 66.7



Clarity of expression

5.7 out of 6



Describe the use of technology in the promotion function.

4.3 out of 10



Describe word-of-mouth channels used to communicate with targeted audiences.

8.7 out of 10



Effective participation of both team members

5.5 out of 6



Explain the concept of market and market identification.

6.7 out of 10



Explain the concept of marketing strategies.

7.0 out of 10



Explain the nature of direct marketing channels.

7.7 out of 10



Explain the role of customer service as a component of selling relationships.

7.0 out of 10



Identify communications channels used in sales promotion.

5.7 out of 10



Organization of ideas

5.3 out of 6



Overall impression and responses to the judge's questions

5.0 out of 6



Showed evidence of mature judgment

4.3 out of 6



2013 Judges' Assessments

Oregon

Composite Score

Oregon 51.8
International 48.4



Marketing Management

Preliminary Case Study

Oregon 60.0 out of 100
International 58.8



Analyze the impact of technology on marketing.

11.3 out of 18



Describe data-collection methods.

12.7 out of 18



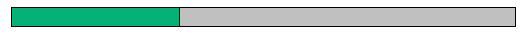
Describe techniques for processing marketing information.

11.3 out of 18



Explain how organizations adapt to today's markets.

6.0 out of 18



Identify information monitored for marketing decision making.

11.7 out of 18



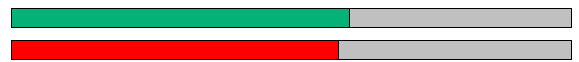
Overall impression and response to the judge's questions

7.0 out of 10



Preliminary Presentation

Oregon 60.3 out of 100
International 58.5



Communicate core values of product/service.

11.3 out of 18



Describe factors used by marketers to position products/services.

10.3 out of 18



Explain the concept of competition.

9.3 out of 18



Explain the nature of product/service branding.

13.0 out of 18



Explain the role of business in society.

10.0 out of 18



Overall impression and response to the judge's questions

6.3 out of 10



Principles of Business Management and Administration

Preliminary Presentation

Oregon 69.7 out of 100
International 65.7



Describe the use of technology in human resources management.

12.3 out of 20



Discuss the nature of human resources management.

13.3 out of 20



Explain the role of ethics in human resources management.

14.0 out of 20



Identify desirable personality traits important to business.

15.3 out of 20

































Overall impression and responses to the judge's questions

14.7 out of 20



2013 Judges' Assessments

Oregon

Composite Score	Oregon	51.8	
	International	48.4	
Principles of Finance			
Final Presentation	Oregon	74.0 out of 100	
	International	58.6	
Demonstrate the wise use of credit.		15.0 out of 20	
Explain legal responsibilities associated with financial exchanges.		17.0 out of 20	
Explain the nature of financial needs.		11.0 out of 20	
Explain the purposes and importance of credit.		14.0 out of 20	
Overall impression and responses to the judge's questions		17.0 out of 20	
Preliminary Presentation	Oregon	76.3 out of 100	
	International	69.3	
Describe the nature of business records.		17.0 out of 20	
Discuss the nature of information management.		15.7 out of 20	
Explain legal issues associated with information management.		14.3 out of 20	
Explain the role of ethics in information management.		14.0 out of 20	
Overall impression and responses to the judge's questions		15.3 out of 20	
Principles of Hospitality and Tourism			
Final Presentation	Oregon	70.0 out of 100	
	International	57.6	
Determine factors affecting business risk.		15.0 out of 20	
Explain the concept of competition.		17.0 out of 20	
Explain the principles of supply and demand.		12.0 out of 20	
Identify factors affecting a business's profit.		13.0 out of 20	
Overall impression and responses to the judge's questions		13.0 out of 20	
Preliminary Presentation	Oregon	82.3 out of 100	
	International	67.7	
Analyze employer expectations in the business environment.		16.0 out of 20	
Assess personal interests and skills needed for success in business.		16.7 out of 20	
Explain the need for innovation skills.		15.7 out of 20	
Identify skills needed to enhance career progression.		16.3 out of 20	
Overall impression and responses to the judge's questions		17.7 out of 20	

2013 Judges' Assessments

Oregon

Composite Score

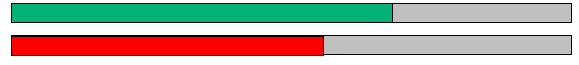
Oregon	51.8
International	48.4



Principles of Marketing

Final Presentation

Oregon	68.0 out of 100
International	55.8



Demonstrate a customer-service mindset.

10.0 out of 20



Determine ways of reinforcing the company's image through employee performance.

11.0 out of 20



Discuss the nature of customer relationship management.

16.0 out of 20



Explain the nature of positive customer relations.

16.0 out of 20



Overall impression and responses to the judge's questions

15.0 out of 20



Preliminary Presentation

Oregon	62.7 out of 100
International	62.5



Explain the concept of market and market identification.

14.3 out of 20



Explain the nature of marketing plans.

13.0 out of 20



Explain the nature of sales forecasts.

10.0 out of 20



Explain the role of situation analysis in the marketing planning process.

13.0 out of 20



Overall impression and responses to the judge's questions

12.3 out of 20



2013 Judges' Assessments

Oregon

Composite Score

Oregon 51.8
International 48.4



Professional Selling Event

Preliminary Presentation

Oregon 65.5 out of 100
International 64.2



Clearly demonstrated thorough and effective product/service knowledge.

11.5 out of 20



Effectively moved toward the close of the sale.

4.5 out of 7



Effectively used feature/benefit selling that appeals to primary and secondary target markets.

4.5 out of 7



Effectively used suggestion selling to enhance the presentation.

5.0 out of 7



Judge's subjective evaluation of the total performance; overall general impression.

4.5 out of 7



Overcame objections in a poised and confident manner; answered all questions from the judge.

4.5 out of 7



Professional appearance, poise and confidence.

5.0 out of 7



The information was realistic and logical (e.g., timelines, finances) and was clearly communicated.

5.0 out of 7



The opening was effective.

5.0 out of 6



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

10.5 out of 15



Used visual aids to clarify and/or enhance the presentation (e.g., prospectus, proposals, fact sheets).

5.5 out of 10



2013 Judges' Assessments

Oregon

Category	Oregon	International	Score	Max	Visual
Composite Score	51.8	48.4			
Public Relations Project					
Preliminary Case Study	Oregon	International	36.8 out of	60	
			40.8		
Description of the campaign and documentation			3.0 out of	5	
Description of the target population			3.6 out of	5	
Estimated impact on the target population			2.0 out of	5	
Evaluation of the process			3.2 out of	5	
Local print and broadcast media available			2.2 out of	4	
One-page description of the project			2.6 out of	4	
Organizational chart/job descriptions			2.6 out of	4	
Other possible promotional activity(ies)			2.0 out of	4	
Professional layout, neatness, proper grammar, spelling and word usage			3.2 out of	4	
Rationale for selecting the issue			2.8 out of	5	
Rationale for the media mix			3.2 out of	5	
Recommendations for future campaigns			3.8 out of	5	
Statement and description of the issue to be addressed			2.6 out of	5	
Preliminary Presentation	Oregon	International	26.4 out of	40	
			27.3		
Opening presentation: description of the project; organization, clarity and effectiveness of the presentation			4.8 out of	8	
Overall performance, presentation technique, effective use of visual aids and participation of all			3.2 out of	4	
Question on evaluation and recommendation			5.4 out of	8	
Question on organization and implementation			5.4 out of	8	
Question on the rationale for selecting the campaign problem or issue			5.0 out of	8	
To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?			2.6 out of	4	

2013 Judges' Assessments

Oregon

Composite Score

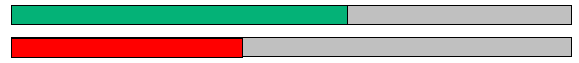
Oregon 51.8
International 48.4



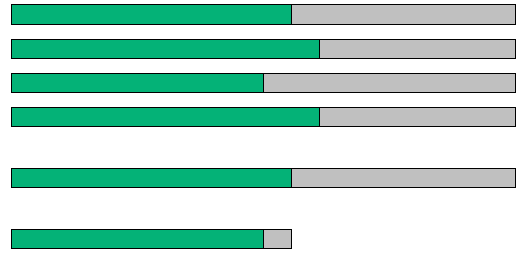
Quick Serve Restaurant Management

Final Presentation

Oregon 60.0 out of 100
International 41.3



Determine menu pricing. 10.0 out of 18
Explain factors affecting pricing decisions. 11.0 out of 18
Explain the concept of competition. 9.0 out of 18
Explain the nature and scope of the pricing function. 11.0 out of 18
Explain the use of technology in the pricing function. 10.0 out of 18
Overall impression and response to the judge's questions 9.0 out of 10

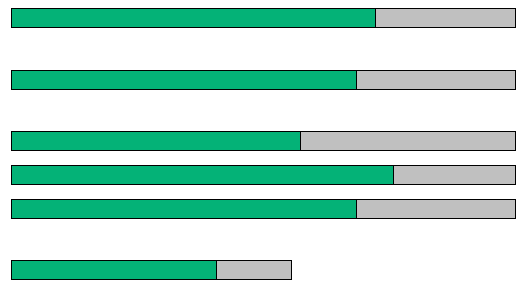


Preliminary Case Study

Oregon 69.0 out of 100
International 57.8



Describe factors used by marketers to position products/services. 13.0 out of 18
Explain customer/client/business buying behavior. 12.3 out of 18
Explain menu items. 10.3 out of 18
Identify product opportunities. 13.7 out of 18
Identify the impact of product life cycles on marketing decisions. 12.3 out of 18
Overall impression and response to the judge's questions 7.3 out of 10

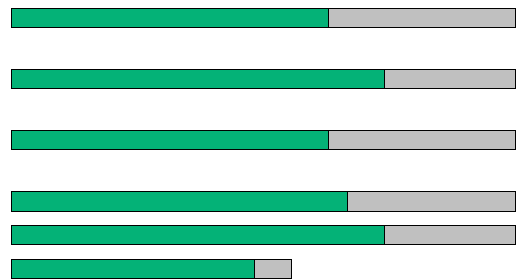


Preliminary Presentation

Oregon 70.0 out of 100
International 56.2



Demonstrate connections between company actions and results. 11.3 out of 18
Describe the economic impact of inflation on business. 13.3 out of 18
Explain how organizations adapt to today's markets. 11.3 out of 18
Identify factors affecting a business's profit. 12.0 out of 18
Outline steps to remedy specific problems. 13.3 out of 18
Overall impression and response to the judge's questions 8.7 out of 10



2013 Judges' Assessments

Oregon

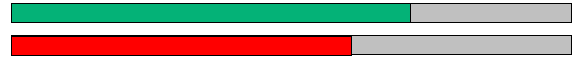
Composite Score

Oregon	51.8
International	48.4

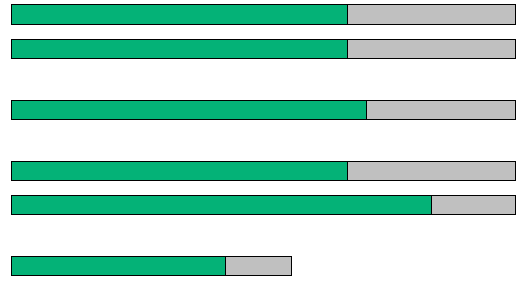


Restaurant and Food Service Management

Preliminary Case Study	Oregon	71.3 out of 100
	International	60.7



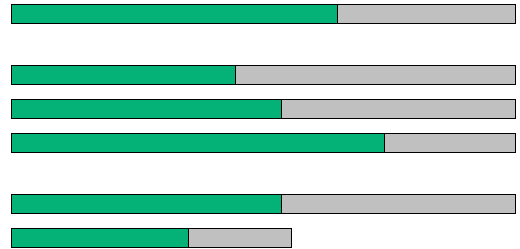
Create methods to market materials.	12.0 out of 18
Describe factors used by marketers to position products/services.	12.0 out of 18
Explain the concept of market and market identification.	12.7 out of 18
Explain the concept of marketing strategies.	12.0 out of 18
Explain the role of situation analysis in the marketing planning process.	15.0 out of 18
Overall impression and response to the judge's questions	7.7 out of 10



Preliminary Presentation	Oregon	58.7 out of 100
	International	57.9



Discuss motivational theories that impact buying behavior.	11.7 out of 18
Explain key factors in building a clientele.	8.0 out of 18
Explain menu items.	9.7 out of 18
Explain the role of customer service as a component of selling relationships	13.3 out of 18
Generate product ideas.	9.7 out of 18
Overall impression and response to the judge's questions	6.3 out of 10



2013 Judges' Assessments

Oregon

Composite Score

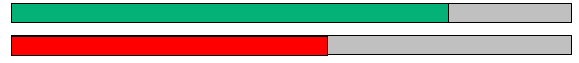
Oregon 51.8
International 48.4



Retail Merchandising

Preliminary Case Study

Oregon 78.0 out of 100
International 56.4



Describe word-of-mouth channels used to communicate with targeted audiences.

13.7 out of 18



Explain the concept of market and market identification.

14.3 out of 18



Explain the concept of marketing strategies.

14.0 out of 18



Identify communications channels used in sales promotions.

14.0 out of 18



Overall impression and response to the judge's questions

9.3 out of 10



Use cross-merchandising techniques.

12.7 out of 18



Preliminary Presentation

Oregon 74.7 out of 100
International 59.5



Demonstrate connections between company actions and results.

12.3 out of 18



Explain how organizations adapt to today's markets.

13.7 out of 18



Explain the concept of economic resources.

12.3 out of 18



Identify components of a retail image.

13.0 out of 18



Identify factors affecting a business's profit.

14.7 out of 18



Overall impression and response to the judge's questions

8.7 out of 10



School-based Enterprise Academy

Preliminary Presentation

Oregon 84.0 out of 100
International 72.7



Overall impression of student(s) skill and performance.

8.0 out of 10



The presentation explained the use of visual merchandising in retailing.

16.0 out of 20



The presentation explained types of display arrangements.

15.0 out of 20



The presentation showed evidence of measuring promotional efforts.

19.0 out of 20



The presentation showed evidence of planning promotional strategies.

20.0 out of 20



The use of visuals was appropriate and enhanced the presentation.

6.0 out of 10



2013 Judges' Assessments

Oregon

Composite Score

Oregon	51.8
International	48.4



Sports & Entertainment Promotion Plan

Preliminary Presentation

Oregon	76.5 out of 100
International	75.1



Participant overcame objections by answering the judge's questions.

12.0 out of 14



Professional layout, neatness, proper grammar, spelling and word usage.

6.0 out of 7



The budget is realistic for the promotion plan based on the size and location of the company/organization.

5.5 out of 7



The oral presentation and the written plan are logical, complete and workable for the particular situation.

9.5 out of 16



The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques.

5.5 out of 7



The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training.

12.0 out of 14



The promotion plan shows creativity in design and format. If visual aids are used, do they help to clarify and/or enhance the promotion plan? Are visuals limited to those used in an actual sports and entertainment promotion plan?

11.0 out of 14



The responsibility sheet is compatible with the size and location of the company/organization described.

4.0 out of 7



The schedule of events shows continuity and logical order.

6.0 out of 7



The written and oral presentations show evidence of a realistic knowledge of sports and entertainment promotion trends.

5.0 out of 7



2013 Judges' Assessments

Oregon

Composite Score

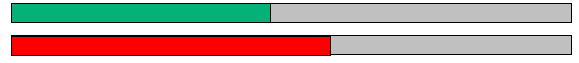
Oregon	51.8
International	48.4



Sports and Entertainment Marketing

Preliminary Case Study

Oregon	46.3 out of 100
International	57.1



Analyze the impact of technology on marketing.

7.7 out of 18



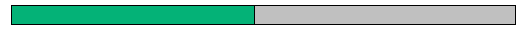
Explain the concept of market and market identification.

10.0 out of 18



Explain the concept of marketing strategies.

8.7 out of 18



Identify communications channels used in sales promotion.

10.3 out of 18



Identify ways to track marketing-communications activities.

5.3 out of 18



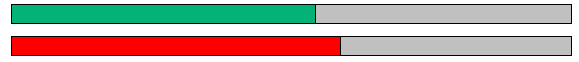
Overall impression and response to the judge's questions

4.3 out of 10



Preliminary Presentation

Oregon	54.3 out of 100
International	58.8



Analyze the impact of technology on marketing.

9.0 out of 18



Demonstrate connections between company actions and results.

10.3 out of 18



Describe factors used by marketers to position products/services.

9.7 out of 18



Describe the use of technology in the product/service management function.

8.3 out of 18



Explain the nature of product/service branding.

10.0 out of 18



Overall impression and response to the judge's questions

7.0 out of 10



2013 Judges' Assessments

Oregon

Composite Score

Oregon 51.8
International 48.4



Sports and Entertainment Marketing Operations Research

Preliminary Case Study

Oregon 45.0 out of 60
International 40.9



Created a timeline to implement the strategic plan

3.5 out of 4



Description of the business or organization

3.0 out of 4



Developed a cost analysis of revising the website which includes hosting fees and technical support

3.0 out of 4



Developed a strategic plan to revise and improve the business's or organization's website

3.5 out of 4



Identified revenue streams for the revised website

3.5 out of 4



One-page description of the project

3.0 out of 4



Opportunities for the business's or organization's website

3.0 out of 4



Overview of the business's current website structure, capabilities, offerings, etc.

3.5 out of 4



Professional layout, neatness, proper grammar, spelling and word usage

3.0 out of 4



Steps taken to conduct the study

4.0 out of 6



Steps taken to design the study and the instrument(s)

4.5 out of 6



Strengths of the business's or organization's website

1.5 out of 4



Threats to the business's or organization's website

2.5 out of 4



Weaknesses of the business's or organization's website

3.5 out of 4



Preliminary Presentation

Oregon 34.0 out of 40
International 27.2



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

10.5 out of 12



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

5.0 out of 6



Question on the details of the findings and conclusions

7.0 out of 8



Question on the proposed strategic plan

6.5 out of 8



Question on the research methods

5.0 out of 6



2013 Judges' Assessments

Oregon

Composite Score

Oregon	51.8
International	48.4



Sports and Entertainment Marketing Team Decision Making

Preliminary Presentation	Oregon	56.0 out of 100
	International	62.5



Clarity of expression	3.0 out of 6	
Communicate core values of product/service.	5.3 out of 10	
Coordinate activities in the promotional mix.	5.7 out of 10	
Describe the use of technology in the promotion function.	6.0 out of 10	
Develop positioning concept for a new product idea.	6.3 out of 10	
Effective participation of both team members	4.3 out of 6	
Explain the importance of coordinating elements in advertisements.	4.3 out of 10	
Explain the nature of a promotional plan.	4.3 out of 10	
Explain types of advertising media.	5.3 out of 10	
Organization of ideas	4.0 out of 6	
Overall impression and responses to the judge's questions	4.3 out of 6	
Showed evidence of mature judgment	3.0 out of 6	

2013 Judges' Assessments

Oregon

Composite Score

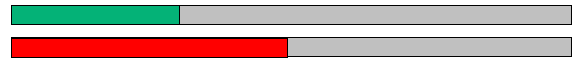
Oregon 51.8
International 48.4



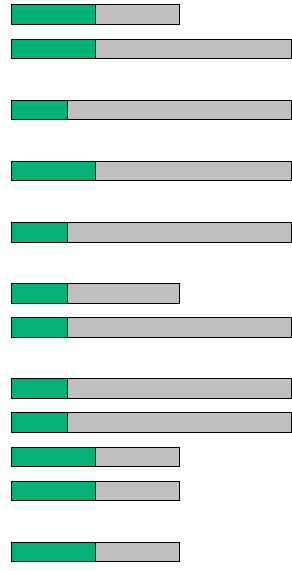
Travel and Tourism Team Decision Making

Final Presentation

Oregon 30.0 out of 100
International 49.3

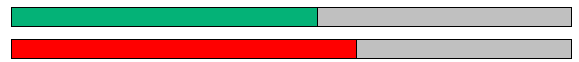


Clarity of expression	3.0 out of 6
Demonstrate connections between company actions and results.	3.0 out of 10
Describe factors that affect the business environment.	2.0 out of 10
Discuss actions employees can take to achieve the company's desired results.	3.0 out of 10
Distinguish between economic goods and services.	2.0 out of 10
Effective participation of both team members	2.0 out of 6
Explain customer/client/business buying behavior.	2.0 out of 10
Explain factors affecting pricing decisions.	2.0 out of 10
Identify company's unique selling proposition.	2.0 out of 10
Organization of ideas	3.0 out of 6
Overall impression and responses to the judge's questions	3.0 out of 6
Showed evidence of mature judgment	3.0 out of 6



Preliminary Presentation

Oregon 54.7 out of 100
International 61.6



Clarity of expression	4.0 out of 6
Demonstrate a customer-service mindset.	5.3 out of 10
Discuss the nature of customer relationship management.	4.3 out of 10
Effective participation of both team members	3.0 out of 6
Explain business ethics in selling.	4.3 out of 10
Explain factors affecting pricing decisions.	5.3 out of 10
Explain the role of customer service as a component of selling relationships.	6.3 out of 10
Handle customer/client complaints.	5.7 out of 10
Identify company's brand promise.	6.3 out of 10
Organization of ideas	3.0 out of 6
Overall impression and responses to the judge's questions	4.0 out of 6
Showed evidence of mature judgment	3.0 out of 6

