

Name _____ Due Date _____

Training Station _____

Instructional Management Plan for Marketing Internship Program

Instructional Area: Channel Management

Performance Element: Acquire foundational knowledge of channel management to understand its role in marketing. MKC10.05.01

Performance Indicator: Describe the use of technology in the channel management function

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience: What technology do you utilize at your training station to track inventory? Explain the advantages and disadvantages of the system or technology.