

Name \_\_\_\_\_ Due Date \_\_\_\_\_

Training Station \_\_\_\_\_

### Instructional Management Plan for Marketing Internship Program

Instructional Area: Economics

Performance Element: Describe fundamental economic concepts used in marketing.  
MKC01.02.01

Performance Indicator: Determine economic utilities created by business activities

Rating       Acceptable       Marginal       Unacceptable

Employer Signature \_\_\_\_\_

---

**Application Experience:** Provide examples of the economic utilities from your training station and explain how each provides value.

Form –

Time –

Place –

Information –

Possession -