

Name _____ Due Date _____

Training Station _____

Instructional Management Plan for Marketing Internship Program

Instructional Area: Human Resources Management

Performance Element: Understand the role and function of human resources management in marketing. MKC05.04.01

Performance Indicator: Explain the importance of new employee orientation procedures

Rating Acceptable Marginal Unacceptable

Employer Signature _____

Application Experience: Develop an outline for a training session to teach a new hire how to do your job. Be specific.