

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

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

### Instructional Management Plan for Marketing Internship Program

**Instructional Area:** Marketing-Information Management

**Performance Element:** Understand marketing-research activities to show command of their nature and scope. MKC10.06.02

**Performance Indicator:** Explain research techniques

Rating       Acceptable       Marginal       Unacceptable

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

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**Application Experience:** Create a customer satisfaction survey for your training station. Include at least five questions and a measurement scale. How many will you disseminate the survey? What will you do with the information gathered?