

Name _____ Due Date _____

Training Station _____

Instructional Management Plan for Marketing Internship Program

Instructional Area: Marketing

Performance Element: Describe marketing's role and function in business. MKC05.05.01

Performance Indicator: Describe marketing functions and related activities

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience: Describe how the functions of marketing are demonstrated at your training station.

MIM

Pricing

Channel Distribution

Financing

Product/Service management

Promotion

Selling