

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

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

### Instructional Management Plan for Marketing Internship Program

**Instructional Area:** Professional Development

**Performance Element:** Acquire self-development skills for success in marketing careers.  
MKC09.01.02

**Performance Indicator:** Set personal goals – Professional growth plan

Rating       Acceptable       Marginal       Unacceptable

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

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**Application Experience:** The purpose of a professional development plan is to identify specific learning goals and provide a structure for professional growth. Personal Professional Development plans provide tools necessary to guide students through a continuous lifelong learning process. Answer the following questions regarding your own professional development plan.

1. What I want to accomplish and the skills and knowledge I want to acquire during my internship experience are:
2. The barriers and obstacles that might prevent me from accomplishing my goals are:
3. The strategies I will employ to overcome obstacles and barriers are:
4. The resources that I have available to help me accomplish my goals are: