

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

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

**Instructional Management Plan for Marketing Internship Program**

**Instructional Area:** Market Planning

**Performance Element:** Employ marketing-information to develop a marketing plan.  
MKD10.07.01

**Performance Indicator:** Conduct SWOT analysis for use in the marketing planning process

Rating      ☐ Acceptable      ☐ Marginal      ☐ Unacceptable

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

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**Application Experience:** Develop a SWOT analysis for your training station. Include internal and external factors. Present your information in a chart.