

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

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

### Instructional Management Plan for Marketing Internship Program

Instructional Area: Pricing

Performance Element: Develop a foundational knowledge of pricing to understand its role in marketing. MKC10.08.01

Performance Indicator: Explain the nature and scope of the pricing function

Rating      ☐ Acceptable      ☐ Marginal      ☐ Unacceptable

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

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**Application Experience:** Choose one product or service at your training station that you sell at different price points. Which one do you sell the most of? What is the biggest factor in a customer's decision to buy one over the other? Document your findings in a chart.