

Name _____ Due Date _____

Training Station _____

Instructional Management Plan for Marketing Internship Program

Instructional Area: Product/Service Management

Performance Element: Acquire a foundational knowledge of product/service management to understand its nature and scope. MKC10.09.01

Performance Indicator: Identify the impact of product life cycles on marketing decisions

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience: Choose two products that you sell at your training station. Identify which stage of the life cycle they are in. How long do you think they have been at those stages? How long do you think they will stay there?