

Section 3: Example IMPs

**SUPERVISED MARKETING EDUCATION INTERNSHIP
INSTRUCTIONAL MANAGEMENT PLAN
(NAME OF SCHOOL)**

Student Intern _____

Job Title _____

Program _____ Teacher/Coordinator _____

Phone _____ E-mail _____

Training Station _____

Supervisor _____

Phone _____ E-mail _____

Starting Date _____ Ending Date _____

Instructional Area	Learning Activity

ASSIGNMENT SCHEDULE

Marketing Internship Program

Assignment:	Due Date:
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____

Name _____ Due Date _____

Training Station _____

Instructional Management Plan for Marketing Internship Program

Instructional Area: Academic Development

To fulfill program requirements, student must maintain employment records for marketing internship

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience: Recording the hours you have worked at your job site is a key component in receiving credit for the Marketing Internship Program. You can receive ½ credit if you work 180 hours per semester or you can receive 1 credit if you work 360 hours per semester. However, these hours must be recorded and documented to receive the credit. You will confirm the hours you have worked in the following ways:

1. Bring all pay check stubs and file them in your 'Hours Worked Record' folder
2. Record your hours worked on your 'Hours Worked Record' sheet
3. Record your hours worked on the spreadsheet

Your 'Hours Worked Record' folder will have the following information:

1. 'Hours Worked Record' sheet. This will be used to record your schedule of hours to work, actual hours worked, total hours worked to date, and money earned per pay period.
2. Pay Check Stubs
3. General Job Information Cover Page that includes the following:
 - a. Your name
 - b. Job site name/logo
 - c. Job site address
 - d. Job site phone number
 - e. Your phone number (home and cell)
 - f. E-mail address
 - g. One thing that most people do not know about you.

Name _____ Due Date _____

Training Station _____

Instructional Management Plan for Marketing Internship Program

Instructional Area: Professional Development

Performance Element: Participate in career planning in marketing. MKC09.01.04

Performance Indicator: Analyze employer expectations in the business environment

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience: Every business has policies and procedures which need to be followed. Perhaps these were reviewed during your interview or during your training period. In the following pages, briefly describe the policy or procedure that your employer expects all of the employees to follow. You may need to get the information from a manual or handbook which the personnel department in your company provides to employees or you may need to talk to your supervisor directly.

Personnel and Business Policies

1. Procedures for clocking in and out:
2. Policies regarding leaving premises during business hours:

3. Breaks (time and length):
4. Lunch breaks:
5. Policies regarding eating and drinking while working:
6. Dress code:

7. Pay days:
8. Payroll deductions (what is taken out and how often):
 - a. Required
 - b. Optional
9. Overtime policy:

10. Holiday pay...which holidays are paid and who qualifies?
11. What type of insurance coverage is provided for:
 - a. Part-time employees?
 - b. Full-time employees?
12. Policies regarding cashing your payroll check:

13. Policies regarding personal telephone calls during work hours: (Example: Cell phone use or text messaging)

14. Weekly schedules:
 - a. Who schedules you?
 - b. When is it posted?
 - c. When do requests for time off have to be made?
 - d. Can changes be made after schedule is posted?

15. Policies regarding sick days and sick leave pay:
16. Safety Rules:
 - a. How do you report an accident involving an employee?

 - b. How do you report an accident involving a customer?

17. Shoplifting Policies:
 - a. How do you report theft from a customer?

b. How do you report theft from an employee?

18. How do you report a fire or other emergency?
19. How are store or department meetings called?
20. When are regular meetings held?
21. Where is the store bulletin board located?
22. What type of information is posted there?
23. Procedures for employee reviews and periodic evaluations:
24. Warning Notices:
25. For what reasons may an employee be terminated?
26. What procedures does the place of employment go through in terminating for poor job performance?
27. Policies for employee grievances:
28. Policy for employee purchases:
 - a. Is there a discount?
 - b. How should a purchase be made?
29. General housekeeping rules:
30. Do you understand that this is the job you will be at for the rest of the school year?
Yes_____ No _____

STUDENT SIGNATURE

DATE

Name _____ Due Date _____

Training Station _____

Instructional Management Plan for Marketing Internship Program

Instructional Area: Economics

Performance Element: Describe fundamental economic concepts used in marketing. MKC01.02.01

Performance Indicator: Determine economic utilities created by business activities

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience: Provide examples of the economic utilities from your training station and explain how each provides value.

Form –

Time –

Place –

Information –

Possession -

Name _____ Due Date _____

Training Station _____

Instructional Management Plan for Marketing Internship Program

Instructional Area: Human Resources Management

Performance Element: Understand the role and function of human resources management in marketing. MKC05.04.01

Performance Indicator: Explain the importance of new employee orientation procedures

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience: Develop an outline for a training session to teach a new hire how to do your job. Be specific.

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

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 _____

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:

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: Demonstrate systematic behavior

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience: Complete the following questions regarding your work experience. Write your answers on another sheet of paper.

1. Is my *Worked Record* sheet up-to-date? _____
2. Number of hours worked this semester _____
3. My goal is to work: (circle one)
 - a. 180 hours this semester for ½ credit OR
 - b. 360 hours for one full credit
4. This means I need to work _____ more hours this semester to reach my goal.
5. This means I will need to work _____ more hours per week until the end of the semester.
6. Have your feelings about your job changed any since the beginning of the year? Do you enjoy it more/less? Why?
7. Are there any changes relating to your job including new managers, duties, co-workers, raises or anything else that may have impacted your work experience
8. Explain any concerns or problems about your work experience or anything you would like to change.
9. What is something positive that has happened recently to you at your job? If you were your boss, what would you do differently? How would this benefit your workplace?
10. Is there anything you could do differently at your job to be a better employee or to make it a better place to work? What are you currently doing that is characteristic of an effective employee?

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

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience:

Write a two- to three-page reflection paper.

- Discuss what you have learned during the internship experience and how it will assist you in achieving further academic and work related goals.

- Include your strategies for capitalizing on your strengths and overcoming your weaknesses in order to become successful in your career pathway.

- Discuss what really worked for you and what you would change related to your internship experience.

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: Use time-management skills

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience: Prepare a time management plan to be utilized at your training station. What are three things you can do to improve efficiency at your training station?

Name _____ Due Date _____

Training Station _____

Instructional Management Plan for Marketing Internship Program

Instructional Area: Ethics and Legal Responsibilities

Performance Element: Acquire foundational knowledge of business laws and regulations to understand their nature and scope.
MKC08.01.04

Performance Indicator: Describe legal issues affecting businesses

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience: Complete the following checklist of licenses and government regulations that your training station must abide by. Why are these important?

_____ Merchant's License (city/county)

_____ Missouri Retail Sales License (state)

_____ Occupancy Permit

_____ Ice Cream and Frozen Foods License

_____ State Sales Tax Number

_____ State and Federal Employer ID Number

_____ Postage Permit

_____ Liquor License

_____ Egg License

_____ Seed Permit

_____ Other (please list)

Name _____ Due Date _____

Training Station _____

Instructional Management Plan for Marketing Internship Program

Instructional Area: Channel Management

Performance Element: Acquire foundational knowledge of channel management to understand its role in marketing. MKC10.05.01

Performance Indicator: Describe the use of technology in the channel management function

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience: What technology do you utilize at your training station to track inventory? Explain the advantages and disadvantages of the system or technology.

Name _____ Due Date _____

Training Station _____

Instructional Management Plan for Marketing Internship Program

Instructional Area: Marketing-Information Management

Performance Element: Understand marketing-research activities to show command of their nature and scope. MKC10.06.02

Performance Indicator: Explain research techniques

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience: Create a customer satisfaction survey for your training station. Include at least five questions and a measurement scale. How many will you disseminate the survey? What will you do with the information gathered?

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 _____

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

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 _____

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.

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?

Name _____ Due Date _____

Training Station _____

Instructional Management Plan for Marketing Internship Program

Instructional Area: Promotion

Performance Element: Acquire a foundational knowledge of promotion to understand its nature and scope. MKC10.10.01

Performance Indicator: Explain the types of promotion

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience: Identify the media utilized and frequency your training station advertises. For each medium, list the specific station or newspaper, etc., with which your company advertises. Also write the frequency your business runs each promotion (weekly, monthly, periodically, etc.).

Radio:

Television:

Signs/Billboards:

Newspaper:

Direct Mail:

Contests/Drawings:

Name _____ Due Date _____

Training Station _____

Instructional Management Plan for Marketing Internship Program

Instructional Area: Selling

Performance Element: Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. MKC10.11.02

Performance Indicator: Analyze product information to identify product features and benefits

Rating ☐ Acceptable ☐ Marginal ☐ Unacceptable

Employer Signature _____

Application Experience: Create a feature benefit chart for a product or service your training station sells. Include at least three of each. Explain how you translate features into benefits for customers.