

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 \_\_\_\_\_

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**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: