

COURSE OUTLINE**Course:** 20257 FLORAL DESIGN & SALES**Total Course Hours:** 540.00**CBEDS Title:** FLORISTRY**CBEDS #:** 4104**Job Title(s):**

Sales Associate, Floral Designer, Florist

Prerequisites:

16 years old or a junior in high school

Course Description:

This course is designed to prepare students for entry-level employment in the floral industry. In an operational, campus based floral class, students will learn how to make arrangements, identify flowers and foliage, take orders from customers, and price the arrangements. Students will learn job search and interpersonal skills as well as attitudes necessary to secure and maintain a job. Community site training is a component of this class. Integrated throughout the course are Academic and CTE standards, which include safety, communication, technology, ethics, career planning and other employability skills.

Hours	
Class	OJT

Occupational Competencies

1-7 on the Course Outline are generic to all BVROP courses and include the BVROP Student Outcomes

3.00		1	<u>ORIENTATION</u>	<ul style="list-style-type: none"> A Identifies and discusses course objectives and competencies. B Discusses ROP Student Outcomes. C Explains class attendance and behavior objectives.
3.00	5.00	2	<u>HEALTH, SAFETY AND ENVIRONMENTAL MANAGEMENT</u>	<ul style="list-style-type: none"> A Describes accident procedure. B Demonstrates appropriate safety practices (e.g. bending, lifting, etc.). C Demonstrates knowledge of classroom procedures and drills (e.g. earthquake, fire and emergency). D Passed safety test.
5.00	5.00	3	<u>ETHICS AND LEGAL RESPONSIBILITIES</u>	<ul style="list-style-type: none"> A Defines sexual harassment and discusses tactics for handling harassment situations. B Applies appropriate workplace behavior and standards.
3.00	20.00	4	<u>LEADERSHIP AND TEAMWORK</u>	<ul style="list-style-type: none"> A Describes the characteristics and benefits of teamwork and leadership. B Demonstrates ability to make appropriate decisions. C Works well with others and gives/takes constructive criticism.
15.00	3.00	5	<u>CAREER PLANNING</u>	<ul style="list-style-type: none"> A Prepares a finished, professional portfolio showing the best work that has been completed during the class. B Locates job opportunities through the use of want-ads and placement agencies. C Visits at least one facility related to area of training and observes jobs performed. D Completes a job application correctly. E Prepares for and critiques a simulated employment interview. F Discusses employee benefits and rights as related to the specific occupational job area including gender equity and equal opportunity. G Identifies acceptable procedures to leave a job. H Applies for a scholarship. I Completes a professional resume. J Demonstrates appropriate personal grooming and dress.

Hours	
Class	OJT

10.00	10.00	6	<u>COMMUNICATION</u>	<ul style="list-style-type: none"> A Uses effective workplace conversation. B Reads and interprets written information and directions. C Practices various forms of written communication appropriate to the occupation.
5.00	5.00	7	<u>STUDENT OUTCOMES</u>	<ul style="list-style-type: none"> A Demonstrates Occupational Specific, Communication and Critical Thinking Skills B Demonstrates Responsible Work Ethics C Demonstrates Career/Employment Literacy D Demonstrates Effective Use of Technology
15.00	5.00	8	<u>PRINCIPLES OF DESIGN</u>	<ul style="list-style-type: none"> A Demonstrates proper size, proportion and color of flowers. B Recognizes color harmony and schemes. C Explains the psychological effects of color. D Describes basic design styles.
3.00	50.00	9	<u>MERCHANDISING/MECHANICS OF CUT FLOWERS</u>	<ul style="list-style-type: none"> A Identifies floriculture tools/equipment and supplies. B Uses equipment properly. C Recognizes floral materials and their uses. D Explains floral mechanics. E Demonstrates proper care and handling of cut flowers and foliage.
10.00	40.00	10	<u>CUSTOMER SERVICE</u>	<ul style="list-style-type: none"> A Handles customer complaints. B Follows through on commitments made to customers. C Responds to personal needs of customers. D Offers alternative sales options. E Sells customers additional and related merchandise. F Acquires and applies product knowledge. G Verifies product is appropriate for customer needs. H Motivates customers to return for future purchases. I Listens and adds open-ended questions. J Assists customers in making purchase decisions. K Informs customers of return/exchange policies. L Packages merchandise properly. M Reviews current advertisings and promotions.
20.00	30.00	11	<u>STORE ORGANIZATION</u>	<ul style="list-style-type: none"> A Demonstrates and practices good housekeeping (e.g. dusting, sweeping). B Practices and demonstrates knowledge of cleaning floral containers. C Demonstrates and practices organization of design areas. D Describes the operation of a functional shop. E Demonstrates refrigeration care.
8.00	20.00	12	<u>CORSAGES AND BOUTONNIERES</u>	<ul style="list-style-type: none"> A Identifies basic corsage designs. B Uses accessories in corsages. C Identifies basic shapes of corsages.
2.00	10.00	13	<u>FLOWER FOLIAGE AND PLANT IDENTIFICATION</u>	<ul style="list-style-type: none"> A Identifies common plants used in a floral shop. B Decorates plants for everyday use. C Identifies cut flowers and foliages.

Hours	
Class	OJT

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| 45.00 | 45.00 | 14 <u>ARRANGEMENT CONSTRUCTIONS</u> |
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- A Designs bud vases and vase arrangements.
 - B Identifies basic floral arrangements.
 - C Describes common theme arrangements.
 - D Identifies conical fan, equilateral isosceles, inverted-T, and vertical arrangements.

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| 3.00 | 30.00 | 15 <u>WEDDINGS</u> |
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- A Completes an order form.
 - B Identifies different types of wedding designs.
 - C Constructs wedding bouquets.
 - D Identifies areas decorated for a wedding.

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| 3.00 | 15.00 | 16 <u>SYMPATHY</u> |
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- A Identifies the different types of funeral designs.
 - B Explains delivery procedures.

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| 2.00 | 10.00 | 17 <u>PRICING</u> |
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- A Demonstrates pricing techniques.
 - B Demonstrates basic math skills.
 - C Describes cost estimating of floral designs.

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| 20.00 | 14.00 | 18 <u>SELLING TECHNIQUES/STRATEGIES</u> |
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- A Demonstrates correct procedures of making change.
 - B Demonstrates proper use of cash register.
 - C Prepares written orders.
 - D Practices and utilizes display merchandising.
 - E Describes various advertising media.
 - F Explains seasonal merchandising.
 - G Identifies, compares and uses basic sales approaches.
 - H Determines customer needs.
 - I Demonstrates basic product knowledge.
 - J Demonstrates effective telephone techniques and etiquette.
 - K Demonstrates use of telephone for sales.
 - L Explains wire orders.
 - M Describes sales promotional/advertising of various wire services.
 - N Creates a pleasant atmosphere for selling.
 - O Directs customers to other services.

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| | 48.00 | 19 <u>IN-SHOP DESIGN</u> |
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- A Recognizes and constructs common arrangements.
 - B Assists and demonstrates the knowledge to create a display.

TOTAL HOURS

Class	OJT	Course
175.00	365.00	540.00