

Floral Design and Marketing

Subject Code: 010625

Course & Unit Descriptions

Course Description:

This course focuses on design principles, merchandising and marketing techniques used in the retail floral industry. Students will create an assortment of floral corsages and arrangements. Ornamental plant and cut flower identification, storage and handling procedures will be examined. Students will also develop successful business, communication, marketing, and sales strategies for use in the retail florist industry.

Unit: Safety

Students will demonstrate throughout this course, their knowledge of safety rules and regulations along with identifying safety signs and signals. Students will describe health and safety practices and demonstrate appropriate responses for major types of hazardous materials disasters.

Benchmark: 4.1 Safety Procedures

Level 2: Follow safety procedures in specific situations with specialized tools and equipment, evaluate situation and take corrective action

Indicators

- 4.1.01 Demonstrate knowledge of safety rules and regulations
- 4.1.02 Interpret safety signs and symbols
- 4.1.03 Model safe attitudes and behaviors (e.g., lifting, climbing)
- 4.1.04 Identify safety hazards and take corrective measures
- 4.1.05 Use safety equipment in accordance with established procedures
- 4.1.06 Follow established procedures for the administration of first aid and contact emergency medical personnel when necessary

Academic Standards

English: Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing). (Reading Process B, 8-10; Reading Process B, 11-12)

Benchmark: 5.13 Hazardous Materials Management

Level 2: Follow handling, storage, and recording procedures for hazardous materials

Indicators

- 5.13.01 Describe health and safety practices to reduce risks from hazardous materials (i.e., MSDS forms, employer notification forms, personal protective equipment)
- 5.13.02 Demonstrate appropriate responses for major types of hazardous materials disasters (e.g., chemical, fire and explosion, general safety hazards)
- 5.13.09 Maintain hazardous material handling documentation

Academic Standards

English: Apply reading comprehension strategies to understand grade-appropriate text. (Reading Process A, 8-10; Reading Process A, 11-12)

Math: Construct convincing arguments based on analysis of data and interpretation of graphs. (Data Analysis F, 8-10)

Science: Describe the finite nature of Earth's resources and those human activities that can conserve or deplete Earth's resources. (Earth and Space Sciences D, 9-10)

Unit: Plant Identification & Morphology

Students will identify a plant's anatomical structures and tissues along with describing physiological functions. Students will be able to identify plants using taxonomy and select seeds and plants for their intended purposes.

Benchmark: 7.4 Plant Production and Management

Level 2: Manage growth of specific types of plants using specialized equipment

Indicators

- 7.4.02 Identify plant anatomical structures and tissues (e.g., roots, stems, flowers, leaves, fruits, seeds)
- 7.4.03 Describe physiological functions of plants (e.g., photosynthesis, respiration, transpiration, absorption)
- 7.4.04 Identify and classify plants using taxonomy
- 7.4.05 Select seeds and plants (e.g., production, ornamental, erosion control, genetically modified organism [GMO], moisture control, bioremediation)
- 7.4.13 Identify characteristics (e.g., visual appeal, quality, test weights, final usage) of grains, seeds, vegetables, fruits, and ornamental plants

Academic Standards

- English: Apply knowledge of roots, affixes and phrases to aid understanding of content area vocabulary. (Vocabulary D, 11-12)
- Math: Construct convincing arguments based on analysis of data and interpretation of graphs. (Data Analysis F, 8-10)
- Science: Explain the flow of energy and the cycling of matter through biological and ecological systems (cellular, organismal and ecological). (Life Sciences D, 9-10)

Benchmark: 7.4 Plant Production and Management

Level 2: Manage growth of specific types of plants using specialized equipment

Indicators

- 7.4.12 Analyze and satisfy plant water requirements

Academic Standards

- English: Apply knowledge of roots, affixes and phrases to aid understanding of content area vocabulary. (Vocabulary D, 11-12)
- Math: Construct convincing arguments based on analysis of data and interpretation of graphs. (Data Analysis F, 8-10)
- Science: Explain the flow of energy and the cycling of matter through biological and ecological systems (cellular, organismal and ecological). (Life Sciences D, 9-10)

Benchmark: 7.5 Harvesting, Handling and Storage

Level 2: Identify and minimize harvest loss and select preferred harvesting, handling and storage method

Indicators

- 7.5.01 Determine crop maturity
- 7.5.02 Identify safe harvesting, handling and storage practices
- 7.5.03 Determine and control environmental conditions relative to harvesting, handling and storage
- 7.5.04 Demonstrate harvesting, handling and storage techniques to minimize loss and maximize economic return
- 7.5.05 Calculate yield and loss of harvesting, processing and storage
- 7.5.06 Maintain and/or enhance quality of plant products in harvesting, handling and storage (e.g., temperature, humidity, retardants, light, chemicals, contamination)
- 7.5.07 Prepare products for sale, transportation and storage

Academic Standards

Math: Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions. (Number G, 8-10)

Unit: Pest and Disease ID

Students will identify and classify plant pests. Students will determine and implement pest management safety practices, between plant, humans, and the environment.

Benchmark: 7.3 Pest Management

Level 2: Scout and identify specific plant pests and plant damage and apply specialized pest management control methods

Indicators

- 7.3.01 Identify and classify plant pests (i.e., insects, pathogens, weeds, diseases, animals)
- 7.3.02 Examine interrelationships between plants, pests, humans and environment (e.g., non-native species, climate change)
- 7.3.03 Analyze and calculate economic threshold of pest damage
- 7.3.04 Determine and implement pest management safety practices (e.g., MSDS, EPA, OSHA, PPE)

Academic Standards

- English: Apply knowledge of roots, affixes and phrases to aid understanding of content area vocabulary. (Vocabulary D, 11-12)
- Math: Find, use and interpret measures of center and spread, such as mean and quartiles, and use those measures to compare and draw conclusions about sets of data. (Data Analysis D, 8-10)
- Science: Explain the structure and function of ecosystems and relate how ecosystems change over time. (Life Sciences F, 9-10)
- Social Studies: Evaluate the consequences of geographic and environmental changes resulting from governmental policies and human modifications to the physical environment. (Geography B, 11-12)

Unit: Elements of Floral Design

Students will apply principles of balance, proportion and scale, focal point, emphasis, rhythm, harmony, and unity in creating a design. Students will also identify, select and exhibit the desired use and application of hand tools and floral supplies. Students will create seasonal products. (Ex. Corsages during prom, wreaths during the winter months)

Benchmark: 4.10 Design and Estimate

Level 2: Design a basic agricultural application for a desired outcome

Indicators

- 4.10.04 Apply principles of balance, proportion and scale, focal point, emphasis, rhythm, harmony and unity in creating a design
- 4.10.05 Apply the elements of line, form, texture and color in creating a design
- 4.10.06 Incorporate principles of design (e.g., space, scale, proportion, order) and apply organizational and spatial principles to a design
- 4.10.12 Establish the sequential steps of construction/installation

Academic Standards

- English: Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly. (Writing Applications C, 11-12)

Math: Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions. (Number G, 8-10)
Social Studies: Use appropriate data sources and geographic tools to analyze and evaluate public policies (Geography C, 11-12)

Benchmark: 4.3 Equipment Operation

Level 2: Inspect and safely operate specialized equipment with some limitations to adjustments and functions

Indicators

- 4.3.02 Describe the functions, limitations and proper use of equipment, equipment controls and instrumentation.
- 4.3.05 Identify, select and exhibit the desired application of hand and power tools

Academic Standards

English: Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing). (Reading Process B, 8-10; Reading Process B, 11-12)
Math: Apply mathematical knowledge and skills routinely in other content areas and practical situations. (Mathematical Processes B, 8-10)

Unit: Sales and Marketing

Students will be able to identify target markets and consumers along with selecting channels of distribution. Students will develop public relations campaigns and then implement their marketing strategies. Students will identify the key components to organizing a sale along with creating sales goals and incentive programs. Students will apply techniques to participate/facilitate group discussions.

Benchmark: 3.1 Marketing

Level 2: Develop and market a product or service to maximize profits and optimize cost

Indicators

- 3.1.01 Select target market and consumers
- 3.1.02 Research products and service design(s) and determine the technical feasibility of new products
- 3.1.03 Conduct market research and analysis
- 3.1.04 Select channels of distribution
- 3.1.05 Set prices using supply and demand curves and commodity and non-commodity pricing
- 3.1.06 Identify and evaluate methods of marketing products and services
- 3.1.07 Promote products and services
- 3.1.08 Develop public relations campaigns

Academic Standards

English: Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly. (Writing Applications C, 11-12)
Math: Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations. (Algebra D, 8-10)
Social Studies: Analyze how scarcity of productive resources affects supply, demand, inflation and economic choices. (Economics A, 11-12)

Benchmark: 3.10 Business Regulation, Law and Related Issues

Level 2: Determine the impact of government regulations and societal issues on an environmental project or the performance of a business enterprise

Indicators

3.10.01 Explain the nature and appropriateness of different types of business contracts

Academic Standards

- English: Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing). (Reading Process B, 8-10; Reading Process B, 11-12)
- Math: Construct convincing arguments based on analysis of data and interpretation of graphs. (Data Analysis F, 8-10)
- Social Studies: Evaluate the consequences of geographic and environmental changes resulting from governmental policies and human modifications to the physical environment. (Geography B, 11-12)

Benchmark: 3.2 Sales and Customer Service

Level 2: Use sales techniques to close the sale of a product/service and handle complex customer issues

Indicators

- 3.2.01 Identify key components to organize a sale
- 3.2.02 Develop sales goals and incentive programs
- 3.2.03 Forecast sales and delivery times
- 3.2.04 Prospect for new customers
- 3.2.05 Discuss and evaluate the appropriateness of different sales techniques/approaches in specific situations
- 3.2.06 Develop and conduct sales presentation
- 3.2.07 Utilize suggestive selling and selling up techniques
- 3.2.08 Build and develop customer relationships
- 3.2.09 Apply appropriate questioning techniques to determine client needs and wants
- 3.2.10 Provide product, warranty and maintenance education to the customer
- 3.2.11 Complete sales transactions and close-out procedures (e.g., handle money, operate cash register, scan bar codes, record sales, write invoices/orders)
- 3.2.12 Utilize follow-up activities/strategies and provide post-sale service
- 3.2.13 Handle customer complaints

Academic Standards

- English: Use a variety of strategies to enhance listening comprehension. (Communication A, 8-10; Communication A, 11-12)
- Math: Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions. (Number G, 8-10)

Benchmark: 3.6 Information Management

Level 2: Integrate software applications and use multiple software options to create a product, document or presentation

Indicator

3.6.04 Conduct oral/visual presentation using presentation software

Academic Standards

- English: Prepare writing for publication that follows an appropriate format and uses a variety of techniques to enhance the final product. (Writing Process F, 11-12)
- Math: Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations. (Algebra D, 8-10)

Benchmark: 3.7 Communication Skills

Level 2: Conduct a business meeting using decision-making techniques

Indicators

- 3.7.01 Apply techniques to participate in/facilitate a group discussion
- 3.7.02 Apply active listening strategies
- 3.7.03 Develop and deliver formal and informal presentations
- 3.7.04 Articulate ideas and impact audience through verbal and nonverbal communication
- 3.7.05 Communicate directions in an organized manner appropriate to the audience
- 3.7.07 Extract relevant, valid information from materials and cite sources of information
- 3.7.08 Develop reports and documents that organize information accurately and use formatting techniques for user friendliness
- 3.7.09 Select and use appropriate channel for workplace communication
- 3.7.10 Practice etiquette when using communication techniques

Academic Standards

- English: Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly. (Writing Applications C, 11-12)
- Math: Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations. (Algebra D, 8-10)
- Social Studies: Evaluate the reliability and credibility of sources. (Social Studies Skills and Methods A, 9-10)

Unit: Preparing for the Workforce

Students will understand and demonstrate the roles of business leadership and the ethical dimensions between leaders and team members. Students will conduct interpersonal and intrapersonal inventories and identify how individual actions impact others. Students will identify how individual actions impact others and how to manage personal emotions, behavior and appearance to maintain professionalism.

Benchmark: 3.8 Business Leadership

Level 2: Use multiple leadership concepts to change situations and enhance effectiveness in the change process

Indicators

- 3.8.01 Identify the purpose of leadership, the ethical dimensions of leadership and the relationship between leaders and team members
- 3.8.02 Identify leadership styles and traits of leaders
- 3.8.03 Identify the impact of individual differences and different situations on the practice of leadership
- 3.8.04 Assess strengths and weaknesses of leaders and team members and employ team-building techniques
- 3.8.05 Participate in and lead a small group with an interdependent task
- 3.8.06 Think critically and use problem-solving skills to analyze complex and diverse concepts
- 3.8.07 Use reasoning, judgment and imagination to create new possibilities in situations
- 3.8.08 Manage time with organizational tools and prioritize objectives, responsibilities and tasks
- 3.8.09 Apply conflict-resolution skills
- 3.8.10 Recognize/reward others for their efforts and contributions
- 3.8.11 Develop relationships with peer groups, support services, and professional organizations

Academic Standards

- English: Use a variety of strategies to enhance listening comprehension. (Communication A, 8-10; Communication A, 11-12)
- Math: Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner. (Mathematical Processes H, 8-10)
- Social Studies: Critique data and information to determine the adequacy of support for conclusions. (Social Studies Skills and Methods B, 11-12)

Benchmark: 3.9 Emotional Intelligence

Level 2: Exhibit techniques to control emotional reactions to people and situations

Indicators

- 3.9.01 Conduct an interpersonal and intrapersonal inventory
- 3.9.02 Identify how individual actions impact others
- 3.9.03 Manage personal emotions, behavior and appearance to maintain professionalism
- 3.9.04 Describe and exhibit appropriate ethical behavior
- 3.9.05 Accept and use constructive feedback to improve work habits
- 3.9.06 Employ appropriate coping skills to prevent/handle workplace conflicts
- 3.9.07 Recognize, respect and utilize the diversity among people and cultures
- 3.9.08 Foster positive working relationships

Academic Standards

- English: Use a variety of strategies to enhance listening comprehension. (Communication A, 8-10; Communication A, 11-12)
- Social Studies: Societies A, 11-12) Analyze how issues may be viewed differently by various cultural groups.

Unit: Management, Purchasing and Inventory

Students will explain the purposes and impact of government regulations. Students will evaluate management styles and explain the characteristics of creating business plans. Students will understand the importance of purchasing and inventory control systems.

Benchmark: 3.10 Business Regulation, Law and Related Issues

Level 2: Determine the impact of government regulations and societal issues on an environmental project or the performance of a business enterprise

Indicators

- 3.10.02 Explain the purpose and impact of government regulations
- 3.10.03 Identify local, state and federal regulations relative to compliance
- 3.10.04 Assess business liability and describe the consequences of noncompliance
- 3.10.05 Adhere to business-related documentation requirements
- 3.10.06 Identify governmental agencies and non-governmental organizations that impact agricultural/environmental issues
- 3.10.08 Assess the impact of issues affecting the industry and recommend solutions

Academic Standards

- English: Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing). (Reading Process B, 8-10; Reading Process B, 11-12)
- Math: Construct convincing arguments based on analysis of data and interpretation of graphs. (Data Analysis F, 8-10)
- Social Studies: Evaluate the consequences of geographic and environmental changes resulting from governmental policies and human modifications to the physical environment. (Geography B, 11-12)

Benchmark: 3.3 Management

Level 2: Analyze performance of an enterprise and reallocate resources to achieve goals

Indicators

- 3.3.01 Evaluate management styles
- 3.3.02 Explain the characteristics of business plans

- 3.3.03 Develop business goals/objectives and mission statement
- 3.3.04 Identify organizational structures of businesses
- 3.3.05 Plan operational capacity
- 3.3.06 Develop a continuous-improvement management program
- 3.3.07 Establish business relationships
- 3.3.08 Document business activities
- 3.3.09 Track performance of business plan
- 3.3.10 Assess the profitability of a product
- 3.3.11 Analyze operating results in relation to budget/industry
- 3.3.12 Perform human-resource management functions (e.g., recruit, select, evaluate, terminate employees)
- 3.3.13 Identify crisis management techniques

Academic Standards

- English: Analyze the features and structures of documents and critique them for their effectiveness. (Reading: Informational Text A, 11-12)
- Math: Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions. (Number G, 8-10)
- Social Studies: Identify factors, which inhibit or spur economic growth and cause expansions or recessions. (Economics B, 11-12)

Benchmark: 3.5 Purchasing and Inventory

Level 2: Manage inventory based on budgeting and sales forecasting

Indicators

- 3.5.01 Explain the nature and scope of purchasing
- 3.5.03 Evaluate and select vendors
- 3.5.04 Discuss types of inventory and evaluate inventory control systems (e.g., Last In, First Out [LIFO]; First In, First Out [FIFO]; Just-In-Time [JIT])
- 3.5.05 Record inventory usage
- 3.5.06 Calculate costs of carrying and not carrying inventory

Academic Standards

- English: Use multiple resources to enhance comprehension of vocabulary. (Vocabulary F, 8-10; Vocabulary E, 11-12)
- Math: Write and solve real-world, multi-step problems involving money, elapsed time and temperature, and verify reasonableness of solutions. (Measurement F, 8-10)