

Florida Department of Education  
CURRICULUM FRAMEWORK

**Program Title:** Floral Design and Marketing  
**Occupational Area:** Marketing

	<u>Secondary</u>	<u>PSAV</u>
<b>Program Numbers</b>	<b>8818000</b>	<b>M805030</b>
<b>CIP Number</b>	0208.050300	0208.050300
<b>Grade Level</b>	9-12, 30, 31	30, 31
<b>Length</b>	6 credits	900 hours
<b>Certification</b>	RETAILING @7 G MKTG 1 @2 DIST ED @7 TEACH CDE @7 MKTG MGMT @7 G	RETAILING @7 G MKTG 1 @2 DIST ED @7 TEACH CDE @7 MKTG MGMT @7 G
<b>CTSO</b>	DECA	DEX
<b>Coop Method</b>	Yes	Yes
<b>Basic Skills</b>		
Math		9
Language		9
Reading		9

I. **MAJOR CONCEPTS/CONTENT:** This program is designed to prepare students for employment as delivery persons, floral (deliverer-merchandising) (299.477-010), salespersons, flowers (260.357-026), weighers, measurers, checkers, samplers, suppliers, and recordkeeping (floral) - OES 58017, floral design helper/assistants, sales persons, florist supplies (275.357-054), floral designers (142.081-010), (floral) retail managers, store (185.167-046), floral (business) records clerks, and to provide supplemental training for persons previously or currently employed in any of these occupations.

The content includes, but is not limited to, planning and preparing floral designs, selling, buying, transporting, storing, advertising, displaying, and managing the floral goods and services industry.

Listed below are the courses that comprise this program when offered at the secondary level:

- 8818010 - Floral Design and Marketing 1
- 8818020 - Floral Design and Marketing 2
- 8818030 - Floral Design and Marketing 3
- 8818040 - Floral Design and Marketing 4
- 8818050 - Floral Design and Marketing 5
- 8818060 - Floral Design and Marketing 6

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program. For the laboratory activities to be meaningful, facilities adequate for classroom, sales and display areas, laboratory, and storage should be provided. Floral arranging and merchandising equipment is needed for hands-on experiences.

III. **SPECIAL NOTE:** DECA, "An Association of Marketing Students" (secondary), and Delta Epsilon Chi, "An Association of Marketing Students" (postsecondary), are the appropriate career and technical student organizations for providing leadership training and for reinforcing specific career and technical skills. Career and Technical Student Organizations, when provided, shall be an integral part of the career and technical instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065 (8), FAC.

Cooperative training (OJT), 8800410/M899990/0208.999CP, or Guided Workplace-Learning, 8300430/D886300/1098.8630CP, are highly recommended to use with this program as a work-based learning experience. When OJT is offered, each student is required to have a training agreement and a training plan, signed by the student, parent/guardian, teacher/coordinator, and employer. The training plan shall include a diverse list of instructional objectives and on-the-job and in-school learning experiences. The workstation shall reflect equipment, skills, and tasks relevant to the occupation the student has chosen as a career goal. The student must receive compensation for work performed.

When Guided Workplace-Learning is offered, the student is allowed to work a maximum of 450 hours and must participate, with the work-based learning site supervisor, in a preplacement conference. A work-based learning plan must be developed to include the learning objectives, methods of learning, activities/responsibilities, time required, provisions for supervision, and method(s) of student evaluation. Students must also meet a minimum of once per week for the purpose of related instruction and developmental activities. Employment may be either paid or unpaid. (For additional information consult the Guided Workplace-Learning framework.)

It is highly recommended that for every 20 students (or portion thereof) enrolled in Marketing OJT and/or Guided Workplace Learning, the teacher/coordinator be given a minimum of one hour of OJT-coordination release time per day for the purposes of visiting students on the job and the managing the cooperative method of instruction.

The teacher/coordinator should visit each training site for the purpose of observation a minimum of once during each grading period, preferably while the student is actually working. A second contact each grading period for the purpose of evaluating the student's progress in attaining the competencies listed in the work-based learning plan/training plan is highly recommended.

SCANS Competencies: Instructional strategies for this program must include methods that require students to identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate methods to improve students' personal qualities, higher-order critical thinking skills, and problem solving, technical, and literacy skills.

In accordance with Rule 6A-10.040, FAC, the minimum basic skills grade levels required for adult vocational students to complete this program are: Mathematics 9.0, Language 9.0, Reading 9.0. These grade level numbers corresponds to a grade-equivalent scores obtained on one of the state-designated basic-skills examinations. If a student does not meet the basic-skills level required for completion of the program, remediation should be provided concurrently through Vocational Preparatory Instruction (VPI). Please refer to the Rule for exemptions.

When a secondary student with a disability is enrolled in a vocational class with modifications to the curriculum framework, the particular outcomes and student performance standards that the student must master to earn credit must be specified on an individual basis. The job or jobs for which the student is being trained should be reflected in the student's desired postschool outcome statement on the Transition Individual Educational Plan (Transition IEP).

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F. S.

- IV. **INTENDED OUTCOMES:** After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

**OCCUPATIONAL COMPLETION POINT - DATA CODE - A**

DELIVERY PERSON, FLORAL - DOT 299.477-010

- 01.0 Demonstrate knowledge of the floral design and marketing industry.
- 02.0 Demonstrate human relations skills necessary for success in marketing occupations.
- 03.0 Demonstrate ability to communicate skillfully.
- 04.0 Demonstrate employability skills.
- 05.0 Perform basic merchandising math operations unique to floral marketing.
- 06.0 Demonstrate knowledge and application of product and service technology.
- 07.0 Demonstrate distribution skills involved in floral marketing.

**OCCUPATIONAL COMPLETION POINT - DATA CODE - B**

SALESPERSON, FLOWERS - DOT 260.357-026

- 08.0 Perform higher order merchandising math operations unique to floral marketing.
- 09.0 Apply sales techniques and procedures to the marketing of floral products.

- 10.0 Demonstrate advanced knowledge and application of product and service technology.
- 11.0 Identify factors for the promotion of floristry products and services.

**OCCUPATIONAL COMPLETION POINT - DATA CODE - C**

WEIGHERS, MEASURERS, CHECKERS, SAMPLERS, SUPPLIERS, AND RECORDKEEPING (FLORAL) - OES 58017

- 12.0 Demonstrate a knowledge of merchandising activities.
- 13.0 Operate computers utilizing business software appropriate to floral marketing.

**OCCUPATIONAL COMPLETION POINT - DATA CODE - D**

FLORAL DESIGN ASSISTANT/HELPER-SALESPERSON, FLORIST SUPPLIES DOT- 275.357-054

- 14.0 Demonstrate knowledge and application of post harvest physiological technology.
- 15.0 Create basic symmetrical and asymmetrical fresh and silk floral designs.

**OCCUPATIONAL COMPLETION POINT - DATA CODE - E**

FLORAL DESIGNER - DOT 142.081-010

- 16.0 Create advanced symmetrical and asymmetrical fresh and silk floral design.
- 17.0 Create fresh and/or permanent sympathy designs.
- 18.0 Create fresh and/or permanent wedding designs.

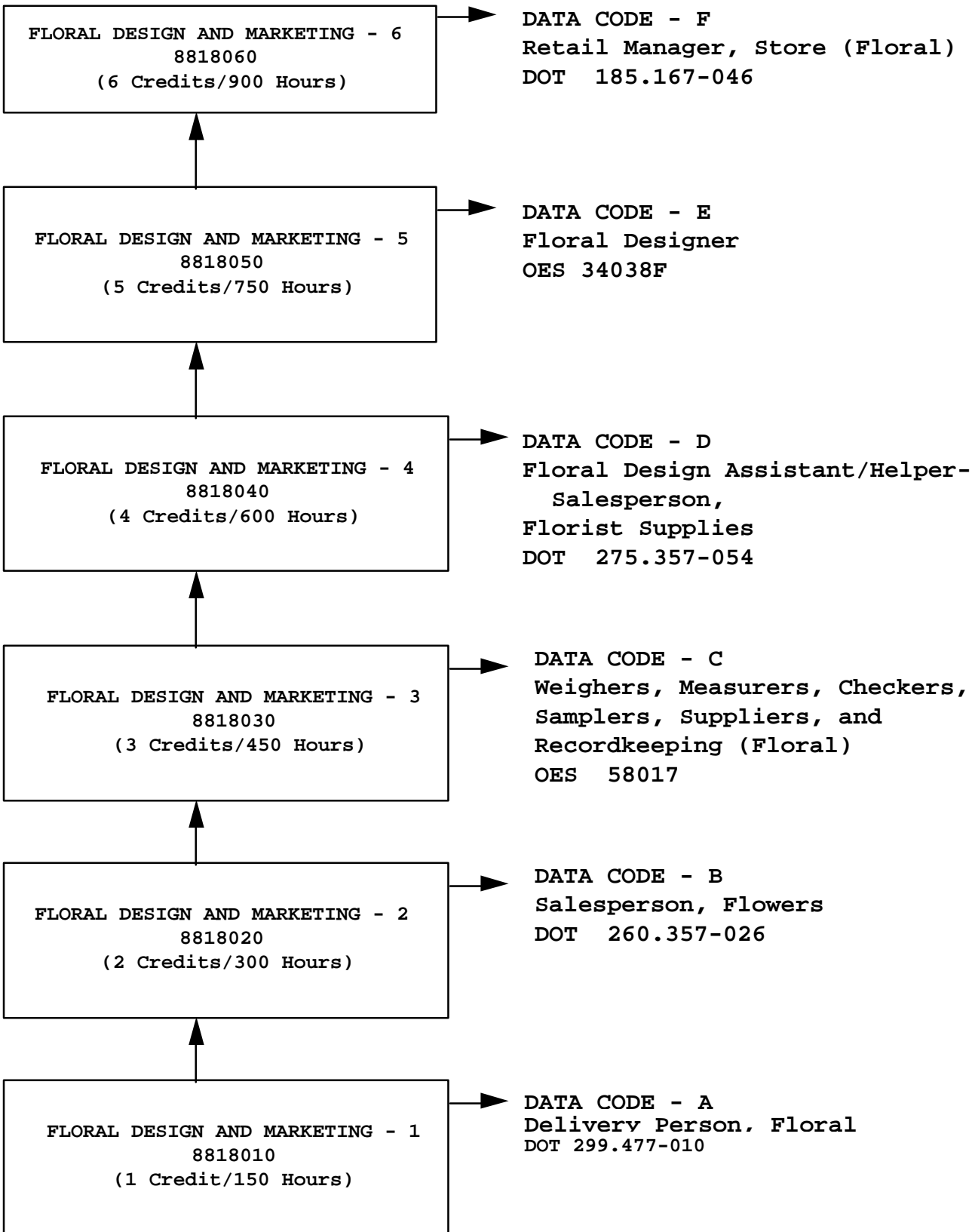
**OCCUPATIONAL COMPLETION POINT - DATA CODE - F**

(FLORAL) RETAIL MANAGER, STORE - DOT 185.167-046

- 19.0 Apply sales promotion techniques and procedures to the marketing of floral products.
- 20.0 Demonstrate an understanding of entrepreneurship.
- 21.0 Demonstrate an understanding of the functions of management.
- 22.0 Identify factors to consider when opening/managing a floral business.

The following diagram illustrates the program structure:

**FLORAL DESIGN AND MARKETING**  
**8818000/M805030/0208.050300**



Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

**Program Title:** Floral Design and Marketing  
**Secondary Number:** 8818000  
**Postsecondary Number:** M805030

**OCCUPATIONAL COMPLETION POINT - DATA CODE - A**

DELIVERY PERSON, FLORAL - DOT 299.477-010

01.0 DEMONSTRATE KNOWLEDGE OF THE FLORAL DESIGN AND MARKETING INDUSTRY--  
-The student will be able to:

- 01.01 Identify trends in the floral design and marketing industry.
- 01.02 Identify careers in the floral design and marketing industry.
- 01.03 Identify floral services.

02.0 DEMONSTRATE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN  
MARKETING OCCUPATIONS--The student will be able to:

- 02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty, and being a team player.
- 02.02 Exhibit ability to work with others.
- 02.03 Demonstrate personality traits important to business.
- 02.04 Maintain appropriate personal appearance and attitude.
- 02.05 Demonstrate problem-solving and decision-making strategies.
- 02.06 Demonstrate interest and enthusiasm.
- 02.07 Demonstrate responsible behavior.
- 02.08 Demonstrate honesty and integrity.
- 02.09 Demonstrate orderly and systematic behavior.
- 02.10 Demonstrate initiative.
- 02.11 Demonstrate self-management.
- 02.12 Explain concepts of self-understanding, self-esteem, and self-image.
- 02.13 Explain concepts of integrity, credibility, and reliability.
- 02.14 Use feedback for personal growth.
- 02.15 Adjust to change.
- 02.16 Show empathy for others.
- 02.17 Use appropriate assertiveness.
- 02.18 Set personal goals.
- 02.19 Foster positive working relationships.

03.0 DEMONSTRATE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

- 03.01 Discuss the role communication plays in marketing.
- 03.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
- 03.03 Demonstrate effective written communication skills.
- 03.04 Demonstrate effective oral communication skills.
- 03.05 Demonstrate effective listening skills.

04.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

- 04.01 Identify and utilize resources used in a job search (e.g., newspaper, Internet, networking). (LA.A.1.4.2; LA.A.1.4.3; LA.A.1.4.4; LA.A.2.4.4; LA.A.2.4.8)

- 04.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options.
  - 04.03 Identify steps in the job application process including arranging for references and proper documentation (e.g., green card).
  - 04.04 Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9).
  - 04.05 Prepare a resume (electronic and traditional), cover letter, letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation.
  - 04.06 Demonstrate appropriate dress and grooming for employment.
  - 04.07 Demonstrate effective interviewing skills (e.g., behavioral).
  - 04.08 Describe methods for handling illegal interview and application questions.
  - 04.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA).
  - 04.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring.
  - 04.11 Describe importance of producing quality work and meeting performance standards.
  - 04.12 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting).
  - 04.13 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner.
  - 04.14 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility).
  - 04.15 Identify how to prepare for job separation and re-employment.
  - 04.16 Create and maintain a career portfolio (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations).
- 05.0 PERFORM BASIC MERCHANDISING MATH OPERATIONS UNIQUE TO FLORAL MARKETING--The student will be able to:
- 05.01 Perform addition, subtraction, multiplication, and division.
  - 05.02 Complete problems using percentages, decimals, and fractions.
- 06.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:
- 06.01 Identify varieties of flowers and plants utilized in floral arrangements.
  - 06.02 Perform specialized care and handling of flowers and plants utilized in floral arrangements.
  - 06.03 Perform correct storage procedures for plants, flowers, and prepared floral arrangements.
  - 06.04 Perform "greening-in", prepping containers, and fresh flower maintenance.
- 07.0 DEMONSTRATE DISTRIBUTION SKILLS INVOLVED IN FLORAL MARKETING--The student will be able to:
- 07.01 Tag floral orders.
  - 07.02 Package products.
  - 07.03 Route and organize deliveries according to priority, location, time, and fuel consumption.
  - 07.04 Make confirmation phone calls.

- 07.05 Apply techniques for correct loading of delivery trucks.
- 07.06 Solve delivery problems, such as wrong address, damaged merchandise, and inability to deliver.
- 07.07 Maintain general floral shop upkeep.

**OCCUPATIONAL COMPLETION POINT - DATA CODE - B**

SALESPERSON, FLOWERS - DOT 260.357-026

- 08.0 PERFORM HIGHER ORDER MERCHANDISING MATH OPERATIONS UNIQUE TO FLORAL MARKETING--The student will be able to:
  - 08.01 Demonstrate correct procedures for handling basic types of customer sales transactions, including cash and charge.
  - 08.02 Demonstrate a knowledge of pricing policies.
  - 08.03 Calculate mark-up as a percentage of cost.
  - 08.04 Calculate mark-up as a percentage of retail.
  - 08.05 Demonstrate opening and closing procedures for a cash register.
  
- 09.0 APPLY SALES TECHNIQUES AND PROCEDURES TO THE MARKETING OF FLORAL PRODUCTS--The student will be able to:
  - 09.01 Demonstrate steps of a sale utilizing floral products.
  - 09.02 Perform telephone sales.
  - 09.03 Process orders using both telephone and computer wire services.
  
- 10.0 DEMONSTRATE ADVANCED KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:
  - 10.01 Identify types of floral arrangements.
  - 10.02 Utilize available resources to obtain product knowledge.
  
- 11.0 IDENTIFY FACTORS FOR THE PROMOTION OF FLORISTRY PRODUCTS AND SERVICES--The student will be able to:
  - 11.01 Identify the major classifications of retail flower operations.
  - 11.02 Describe product presentation and importance of window and store display.
  - 11.03 Identify primary goals of display.
  - 11.04 Identify types and functions of business records maintained.
  - 11.05 Develop a floor plan for a flower shop.

**OCCUPATIONAL COMPLETION POINT - DATA CODE - C**

WEIGHERS, MEASURERS, CHECKERS, SAMPLERS, SUPPLIERS, AND RECORDKEEPING (FLORAL) - OES 58017

- 12.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:
  - 12.01 Explain the role of buying and purchasing in a retailing situation.
  - 12.02 Follow accepted procedures for inventory control.
  - 12.03 Demonstrate stockkeeping procedures.
  - 12.04 Operate appropriate weighing and measuring devices for floral products and materials.



- 13.0 OPERATE COMPUTERS UTILIZING BUSINESS SOFTWARE APPROPRIATE TO FLORAL MARKETING--The student will be able to:
- 13.01 Demonstrate data entry procedures.
  - 13.02 Demonstrate merchandising math data entry procedures such as stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing, etc.
  - 13.03 Demonstrate marketing spreadsheet data entry and output procedures.
  - 13.04 Demonstrate marketing spreadsheet data decision making skills.
  - 13.05 Send and receive computerized wire service orders.

**OCCUPATIONAL COMPLETION POINT - DATA CODE - D**

FLORAL DESIGN ASSISTANT/HELPER, SALESPERSON, FLORIST SUPPLIES - DOT 275.357-054

- 14.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF POST HARVEST PHYSIOLOGICAL TECHNOLOGY--The student will be able to:
- 14.01 Demonstrate operation of underwater floral cutting equipment.
  - 14.02 Demonstrate use of electric floral stem stripper.
  - 14.03 Apply knowledge in the use of floral preservatives and pre-hydrating solutions.
  - 14.04 Demonstrate knowledge and application of refrigeration, sanitation, and ethylene control.
  - 14.05 Identify grower-packaging quantities used for cut flowers and foliage.
  - 14.06 Apply knowledge of specialized techniques for conditioning post harvest plant material.

- 15.0 CREATE BASIC SYMMETRICAL AND ASYMMETRICAL FRESH AND SILK FLORAL DESIGNS--The student will be able to:

- 15.01 Identify fundamentals of color and texture.
- 15.02 Identify mechanics, principles, and styles of design.
- 15.03 Apply fundamentals of creativity.
- 15.04 Maintain portfolios.
- 15.05 Identify and practice safety procedures.
- 15.06 Identify, use, and maintain hand tools and equipment.
- 15.07 Select appropriate containers.
- 15.08 Create circular designs.
- 15.09 Create triangular designs.
- 15.10 Apply horizontal and vertical design principles as appropriate.
- 15.11 Apply symmetrical and asymmetrical design principles as appropriate.
- 15.12 Create body flowers (boutonnieres, corsages, hairpieces, etc.) appropriate to designer's locale.
- 15.13 Construct dish gardens.
- 15.14 Decorate blooming plants.
- 15.15 Construct balloon bouquets.
- 15.16 Apply principles of mass production skills where and when appropriate.

**OCCUPATIONAL COMPLETION POINT - DATA CODE - E**

FLORAL DESIGNER - DOT 142.081-010

16.0 CREATE ADVANCED SYMMETRICAL AND ASYMMETRICAL FRESH AND SILK FLORAL DESIGNS--The student will be able to:

- 16.01 Create orchid corsages.
- 16.02 Create a nosegay and corsages.
- 16.03 Create seasonal/holiday designs.
- 16.04 Create pieces for religious events.
- 16.05 Create special event pieces: conventions, parties, banquets, showers, and receptions.
- 16.06 Create oriental style designs.
- 16.07 Create silk arrangements working with the limited use of acrylics/polymers.
- 16.08 Create designs for recipients in special care facilities (maternity, pediatrics, mental health, burns, general hospital, extended care).
- 16.09 Create period designs (southwest, colonial, country, European, etc.).

17.0 CREATE FRESH AND/OR PERMANENT SYMPATHY DESIGNS--The student will be able to:

- 17.01 Create family pieces.
- 17.02 Create funeral baskets.
- 17.03 Create set pieces.
- 17.04 Create easel pieces.
- 17.05 Create interior lid pieces.

18.0 CREATE FRESH AND/OR PERMANENT WEDDING DESIGNS--The student will be able to:

- 18.01 Create designs for church/synagogue weddings.
- 18.02 Create designs for special weddings.
- 18.03 Create designs for wedding receptions.
- 18.04 Create designs for wedding party members.

**OCCUPATIONAL COMPLETION POINT - DATA CODE - F**

(FLORAL) RETAIL MANAGER, STORE - DOT 185.167-046

19.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF FLORAL PRODUCTS--The student will be able to:

- 19.01 List the purposes of advertising, display, and public relations.
- 19.02 Explain the importance of sales promotion.
- 19.03 Identify various forms of advertising media including the Internet.
- 19.04 Conduct wedding consultations.
- 19.05 Conduct funeral consultations.
- 19.06 Conduct life events consultations.
- 19.07 Plan and conduct a sales promotion plan for a product.

20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

- 20.01 Define entrepreneurship.
- 20.02 Describe the importance of entrepreneurship to the American economy.
- 20.03 List the advantages and disadvantages of business ownership.
- 20.04 Identify the risks involved in ownership of a business.

- 20.05 Identify the necessary personal characteristics of a successful entrepreneur.
- 20.06 Identify the business skills needed to operate a small business efficiently and effectively.
  
- 21.0 DEMONSTRATE AN UNDERSTANDING OF THE FUNCTIONS OF MANAGEMENT--The student will be able to:
  - 21.01 Identify and describe steps in the planning process.
  - 21.02 Define Management by Objectives (MBO).
  - 21.03 Develop an organizational chart to illustrate line and staff relationships.
  - 21.04 Identify how to plan personnel needs and how to find employees for specific positions.
  - 21.05 Describe the responsibilities for selecting, training, and appraising employees.
  - 21.06 Identify steps for avoiding difficulties resulting from delegation.
  - 21.07 Define the principles of "chain of command" and "span of control."
  - 21.08 Justify the importance of accountability.
  - 21.09 Name and define the functions of management (planning, organizing, staffing, directing, controlling).
  - 21.10 Discuss the importance of a manager's philosophy of management in creating a work environment.
  - 21.11 Analyze management techniques used by effective managers.
  - 21.12 Explain how motivation, leadership, and communication influence people within an organization.
  - 21.13 Describe methods used in training and development.
  
- 22.0 IDENTIFY FACTORS TO CONSIDER WHEN OPENING/MANAGING A FLORAL BUSINESS--The student will be able to:
  - 22.01 Identify primary functions of a retail flower shop.
  - 22.02 Explain the characteristics of store location options.
  - 22.03 Characterize the principle responsibilities of employees.
  - 22.04 Summarize the key management responsibilities required for a successful and profitable flower shop.

Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

Course Number: 8818010  
Course Title: Floral Design and Marketing 1  
Course Credit: 1

**COURSE DESCRIPTION:**

This course is designed to develop the fundamental competencies necessary for employment in the floral design and marketing industry. Topics include: introduction to the floral industry, human relations skills that are vital to employment in the field, communications and employability skills. Students will have met Occupational Completion Point Data Code A: Delivery Person, Floral - DOT 299.477-010.

01.0 DEMONSTRATE KNOWLEDGE OF THE FLORAL DESIGN AND MARKETING INDUSTRY--The student will be able to:

- 01.01 Identify trends in the floral design and marketing industry.
- 01.02 Identify careers in the floral design and marketing industry.
- 01.03 Identify floral services.

02.0 DEMONSTRATE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

- 02.01 Demonstrate such interpersonal skills as punctuality, initiative, courtesy, loyalty, and being a team player.
- 02.02 Exhibit ability to work with others.
- 02.03 Demonstrate personality traits important to business.
- 02.04 Maintain appropriate personal appearance and attitude.
- 02.05 Demonstrate problem-solving and decision-making strategies.
- 02.06 Demonstrate interest and enthusiasm.
- 02.07 Demonstrate responsible behavior.
- 02.08 Demonstrate honesty and integrity.
- 02.09 Demonstrate orderly and systematic behavior.
- 02.10 Demonstrate initiative.
- 02.11 Demonstrate self-management.
- 02.12 Explain concepts of self-understanding, self-esteem, and self-image.
- 02.13 Explain concepts of integrity, credibility, and reliability.
- 02.14 Use feedback for personal growth.
- 02.15 Adjust to change.
- 02.16 Show empathy for others.
- 02.17 Use appropriate assertiveness.
- 02.18 Set personal goals.
- 02.19 Foster positive working relationships.

03.0 DEMONSTRATE ABILITY TO COMMUNICATE SKILLFULLY--The student will be able to:

- 03.01 Discuss the role communication plays in marketing.
- 03.02 Demonstrate a proficiency in the effective use of speech and vocabulary.
- 03.03 Demonstrate effective written communication skills.
- 03.04 Demonstrate effective oral communication skills.
- 03.05 Demonstrate effective listening skills.

04.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

- 04.01 Identify and utilize resources used in a job search (e.g., newspaper, Internet, networking). (LA.A.1.4.2; LA.A.1.4.3; LA.A.1.4.4; LA.A.2.4.4; LA.A.2.4.8)
- 04.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options.
- 04.03 Identify steps in the job application process including arranging for references and proper documentation (e.g., green card).
- 04.04 Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9).
- 04.05 Prepare a resume (electronic and traditional), cover letter, letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation.
- 04.06 Demonstrate appropriate dress and grooming for employment.
- 04.07 Demonstrate effective interviewing skills (e.g., behavioral).
- 04.08 Describe methods for handling illegal interview and application questions.
- 04.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA).
- 04.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring.
- 04.11 Describe importance of producing quality work and meeting performance standards.
- 04.12 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting).
- 04.13 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner.
- 04.14 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility).
- 04.15 Identify how to prepare for job separation and re-employment.
- 04.16 Create and maintain a career portfolio (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations).

05.0 PERFORM BASIC MERCHANDISING MATH OPERATIONS UNIQUE TO FLORAL MARKETING--The student will be able to:

- 05.01 Perform addition, subtraction, multiplication, and division.
- 05.02 Complete problems using percentages, decimals, and fractions.

06.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

- 06.01 Identify varieties of flowers and plants utilized in floral arrangements.
- 06.02 Perform specialized care and handling of flowers and plants utilized in floral arrangements.
- 06.03 Perform correct storage procedures for plants, flowers, and prepared floral arrangements.
- 06.04 Perform "greening-in", prepping containers, and fresh flower maintenance.

07.0 DEMONSTRATE DISTRIBUTION SKILLS INVOLVED IN FLORAL MARKETING--The student will be able to:

- 07.01 Tag floral orders.
- 07.02 Package products.
- 07.03 Route and organize deliveries according to priority, location, time, and fuel consumption.
- 07.04 Make confirmation phone calls.
- 07.05 Apply techniques for correct loading of delivery trucks.
- 07.06 Solve delivery problems, such as wrong address, damaged merchandise, and inability to deliver.
- 07.07 Maintain general floral shop upkeep.

Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

**Course Number:** 8818020  
**Course Title:** Floral Design and Marketing 2  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course prepares the student in the skills of merchandising math, pricing, and selling. In addition the course includes skills for ordering fresh and silk flowers, maintaining stock, receiving and processing wholesale and retail sales orders, pricing stock, and utilizing appropriate sales techniques and customer relations. Student will have met Occupational Completion Point Data Code B, Salesperson, Flowers DOT 260.357-026.

- 08.0 PERFORM HIGHER ORDER MERCHANDISING MATH OPERATIONS UNIQUE TO FLORAL MARKETING--The student will be able to:
- 08.01 Demonstrate correct procedures for handling basic types of customer sales transactions, including cash and charge.
  - 08.02 Demonstrate a knowledge of pricing policies.
  - 08.03 Calculate mark-up as a percentage of cost.
  - 08.04 Calculate mark-up as a percentage of retail.
  - 08.05 Demonstrate opening and closing procedures for a cash register.
- 09.0 APPLY SALES TECHNIQUES AND PROCEDURES TO THE MARKETING OF FLORAL PRODUCTS--The student will be able to:
- 09.01 Demonstrate steps of a sale utilizing floral products.
  - 09.02 Perform telephone sales.
  - 09.03 Process orders using both telephone and computer wire services.
- 10.0 DEMONSTRATE ADVANCED KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:
- 10.01 Identify types of floral arrangements.
  - 10.02 Utilize available resources to obtain product knowledge.
- 11.0 IDENTIFY FACTORS FOR THE PROMOTION OF FLORISTRY PRODUCTS AND SERVICES--The student will be able to:
- 11.01 Identify the major classifications of retail flower operations.
  - 11.02 Describe product presentation and importance of window and store display.
  - 11.03 Identify primary goals of display.
  - 11.04 Identify types and functions of business records maintained.
  - 11.05 Develop a floor plan for a flower shop.

Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

**Course Number:** 8818030  
**Course Title:** Floral Design and Marketing 3  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course prepares the student to use data entry and appropriate business software to complete weighers, measures, checkers, and samplers, recordkeeping (Floral) OES 58017 including weighing, measuring and checking materials, supplies, and equipment for the purpose of keeping relevant records. Content includes basic skills in accounts receivable, accounts payable, payroll, inventory control, wire service orders, collecting and keeping record of samples of products or materials and maintaining other financial records required for small business operations. Students will have met Occupational Completion Point Data Code C, Weighers, Measurers, Checkers, Samplers, Suppliers, and Recordkeeping (Floral)-OES 58017.

12.0 DEMONSTRATE A KNOWLEDGE OF MERCHANDISING ACTIVITIES--The student will be able to:

- 12.01 Explain the role of buying and purchasing in a retailing situation.
- 12.02 Follow accepted procedures for inventory control.
- 12.03 Demonstrate stockkeeping procedures.
- 12.04 Operate appropriate weighing and measuring devices for floral products and materials.

13.0 OPERATE COMPUTERS UTILIZING BUSINESS SOFTWARE APPROPRIATE TO FLORAL MARKETING--The student will be able to:

- 13.01 Demonstrate data entry procedures.
- 13.02 Demonstrate merchandising math data entry procedures such as stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing, etc.
- 13.03 Demonstrate marketing spreadsheet data entry and output procedures.
- 13.04 Demonstrate marketing spreadsheet data decision making skills.
- 13.05 Send and receive computerized wire service orders.



**Florida Department of Education  
STUDENT PERFORMANCE STANDARDS**

**Course Number:** 8818040  
**Course Title:** Floral Design and Marketing 4  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course prepares the student with basic skills in making symmetrical and asymmetrical fresh and silk floral designs under the supervision of a designer. Students will copy designs, perform skills appropriate for an interior decorator's assist, a floral manufacturing assembly line worker, and/or a craft shop worker. Students will have met Occupational Completion Point Data Code D, Floral Design Assistant/Helper-Salesperson, Florist Supplies - DOT 275.357-054.

- 14.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF POST HARVEST PHYSIOLOGICAL TECHNOLOGY--The student will be able to:
- 14.01 Demonstrate operation of underwater floral cutting equipment.
  - 14.02 Demonstrate use of electric floral stem stripper.
  - 14.03 Apply knowledge in the use of floral preservatives and pre-hydrating solutions.
  - 14.04 Demonstrate knowledge and application of refrigeration, sanitation, and ethylene control.
  - 14.05 Identify grower-packaging quantities used for cut flowers and foliage.
  - 14.06 Apply knowledge of specialized techniques for conditioning post-harvest plant material.
- 15.0 CREATE BASIC SYMMETRICAL AND ASYMMETRICAL FRESH AND SILK FLORAL DESIGNS--The student will be able to:
- 15.01 Identify fundamentals of color and texture.
  - 15.02 Identify mechanics, principles, and styles of design.
  - 15.03 Apply fundamentals of creativity.
  - 15.04 Maintain portfolios.
  - 15.05 Identify and practice safety procedures.
  - 15.06 Identify, use, and maintain hand tools and equipment.
  - 15.07 Select appropriate containers.
  - 15.08 Create circular designs.
  - 15.09 Create triangular designs.
  - 15.10 Apply horizontal and vertical design principles as appropriate.
  - 15.11 Apply symmetrical and asymmetrical design principles as appropriate.
  - 15.12 Create body flowers (boutonnieres, corsages, hairpieces, etc.) appropriate to designer's locale.
  - 15.13 Construct dish gardens.
  - 15.14 Decorate blooming plants.
  - 15.15 Construct balloon bouquets.
  - 15.16 Apply principles of mass production skills where and when appropriate.

**Florida Department of Education  
STUDENT PERFORMANCE STANDARDS**

**Course Number:** 8818050  
**Course Title:** Floral Design and Marketing 5  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course provides advanced training for the student to utilize creative skills and previous experience to design appropriate floral arrangements according to customer requirements. Content includes creating advanced designs for symmetrical and asymmetrical silk and fresh floral arrangements, including seasonal periods, special events, banquet, sympathy, and wedding designs. Students will have met Occupational Completion Point Data Code E - Floral Designer DOT 142.081-010.

16.0 CREATE ADVANCED SYMMETRICAL AND ASYMMETRICAL FRESH AND SILK FLORAL DESIGNS--The student will be able to:

- 16.01 Create orchid corsages.
- 16.02 Create a nosegay and corsages.
- 16.03 Create seasonal/holiday designs.
- 16.04 Create pieces for religious events.
- 16.05 Create special event pieces: conventions, parties, banquets, showers, and receptions.
- 16.06 Create oriental style designs.
- 16.07 Create silk arrangements working with the limited use of acrylics/polymers.
- 16.08 Create designs for recipients in special care facilities (maternity, pediatrics, mental health, burns, general hospital, extended care).
- 16.09 Create period designs (southwest, colonial, country, European, etc.).

17.0 CREATE FRESH AND/OR PERMANENT SYMPATHY DESIGNS--The student will be able to:

- 17.01 Create family pieces.
- 17.02 Create funeral baskets.
- 17.03 Create set pieces.
- 17.04 Create easel pieces.
- 17.05 Create interior lid pieces.

18.0 CREATE FRESH AND/OR PERMANENT WEDDING DESIGNS--The student will be able to:

- 18.01 Create designs for church/synagogue weddings.
- 18.02 Create designs for special weddings.
- 18.03 Create designs for wedding receptions.
- 18.04 Create designs for wedding party members.

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STUDENT PERFORMANCE STANDARDS

**Course Number:** 8818060  
**Course Title:** Floral Design and Marketing 6  
**Course Credit:** 1

**COURSE DESCRIPTION:**

The course prepares students in the basic skills involved with marketing and management of a floral business. Content includes sales promotion and marketing techniques, entrepreneurship, and management functions. Students will have met Occupational Completion Point Data Code F, (Floral) Retail Manager, Store - DOT 185.167-046.

- 19.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF FLORAL PRODUCTS--The student will be able to:
- 19.01 List the purposes of advertising, display, and public relations.
  - 19.02 Explain the importance of sales promotion.
  - 19.03 Identify various forms of advertising media including the Internet.
  - 19.04 Conduct wedding consultations.
  - 19.05 Conduct funeral consultations.
  - 19.06 Conduct life events consultations.
  - 19.07 Plan and conduct a sales promotion plan for a product.
- 20.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:
- 20.01 Define entrepreneurship.
  - 20.02 Describe the importance of entrepreneurship to the American economy.
  - 20.03 List the advantages and disadvantages of business ownership.
  - 20.04 Identify the risks involved in ownership of a business.
  - 20.05 Identify the necessary personal characteristics of a successful entrepreneur.
  - 20.06 Identify the business skills needed to operate a small business efficiently and effectively.
- 21.0 DEMONSTRATE AN UNDERSTANDING OF THE FUNCTIONS OF MANAGEMENT--The student will be able to:
- 21.01 Identify and describe steps in the planning process.
  - 21.02 Define Management by Objectives (MBO).
  - 21.03 Develop an organizational chart to illustrate line and staff relationships.
  - 21.04 Identify how to plan personnel needs and how to find employees for specific positions.
  - 21.05 Describe the responsibilities for selecting, training, and appraising employees.
  - 21.06 Identify steps for avoiding difficulties resulting from delegation.
  - 21.07 Define the principles of "chain of command" and "span of control."

- 21.08 Justify the importance of accountability.
  - 21.09 Name and define the functions of management (planning, organizing, staffing, directing, controlling).
  - 21.10 Discuss the importance of a manager's philosophy of management in creating a work environment.
  - 21.11 Analyze management techniques used by effective managers.
  - 21.12 Explain how motivation, leadership, and communication influence people within an organization.
  - 21.13 Describe methods used in training and development.
- 22.0 IDENTIFY FACTORS TO CONSIDER WHEN OPENING/MANAGING A FLORAL BUSINESS--The student will be able to:
- 22.01 Identify primary functions of a retail flower shop.
  - 22.02 Explain the characteristics of store location options.
  - 22.03 Characterize the principle responsibilities of employees.
  - 22.04 Summarize the key management responsibilities required for a successful and profitable flower shop.