



1. Title: Floral Design and Shop Management
2. Summary of Goals—Learning Outcomes:

Upon completion of the Floral Design and Shop Management major:

1. Students will understand and execute basic flower arranging and corsage techniques, consistent with industry standards.
2. Students will demonstrate an understanding of the elements and principles of floral design and basic color theory.
3. Students will perform all basic tasks of a floral designer in a commercial setting.
4. Students will identify by common and botanical names numerous flower and foliage varieties and understand the post-harvest care and handling procedures, wholesale packaging, seasonality and longevity of specific flower types.
5. Students will understand and create industry standard floral designs used in wedding décor, sympathy tributes, window display, permanent botanicals and event designs.
6. Students will investigate the principles and practices of flower-shop operation, including salesmanship, types of shops, merchandising, buying, advertising, delivery, and personnel.

3. Course Listing:

<b>Required Courses</b>	<b>Units</b>
Floral Design G110	Basic Floral Design 2.5
Floral Design G111	Floral Business Practicum I 2.5
Floral Design G015	Wedding Designs 2
Floral Design G020	Advanced Designs in Global Floristry 2
Floral Design G025	Events and Display 2
Floral Design G027	Creativity and Competition 2
Floral Design G032	Permanent and Seasonal 2
Floral Design G050	Floral Placement and Productions Practicum II 2
Management G152	Small Business Ownership and Management 3
OR	
Business G153	Writing an Effective Business Plan <u>1.5</u>
Required Subtotal:	18.5-20 units
Completion of GE Requirements:	21-41 units
Additional Electives: (as needed to reach 60)	
Degree Total:	<u>60</u> units