COMMON COURSE OUTLINE: Course discipline/number/title: HTFL 1328: Floral Design and Merchandising

A. CATALOG DESCRIPTION
1. Credits: 3
2. Hours/Week: 1 hour lecture and 4 hours lab per week
3. Prerequisites (Course discipline/number): None
4. Co-requisites (Course discipline/number): None
5. MnTC Goals (if any): NA

This course covers the identification and arrangement of flowers, greens, accessories, and materials used by the retail florist. The principles and elements of floral design are emphasized with the use design materials. Fresh flowers and permanent design materials are used in class. This course offers hands-on experiences using a wide variety of quality, fresh flowers and foliage. Course starts with the basics and progresses on to more advanced design styles.

B. DATE LAST REVISED (Month, year): May, 2015

C. OUTLINE OF MAJOR CONTENT AREAS:
1. History of floral design
2. Harvest and Distribution of Product
3. Postharvest Physiology
4. Principles and Events of Design
5. Flower and Foliage Nomenclature
6. Anatomy of a Floral Arrangement
7. Sympathy, Wedding, Holiday and Special Occasion Designs
8. Flowers to Wear
9. Use of Dried and Silk Flowers
10. Retailing and Merchandising
11. Careers and Continuing Education

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Understand and execute flower arranging and corsage techniques, consistent with industry standards
2. Demonstrate an understanding of the principles and elements of floral design.
3. Perform all basic tasks of floral designer in a commercial setting.
4. Identify numerous flower and foliage varieties and understand the post-harvest care and handling procedures, displays, permanent botanicals and event designs.
5. Understand and create industry standard floral designs used in wedding décor, sympathy tributes, window displays, permanent botanicals, and event designs.
6. Investigate the principles and practices of flower shop operation, including salesmanship, types of shops, merchandising, buying, advertising, costing systems, delivery, and personnel.
7. Develop constructive evaluation skills by critiquing arrangements.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
1. Tests
2. Quizzes
3. Lab Work
4. Discussion
5. Class participation
6. Other assignments

G. RCTC CORE OUTCOME(S) ADDRESSED:
☐ Communication ☐ Civic Responsibility
☐ Critical Thinking ☒ Personal/Professional Accountability
☐ Global Awareness/Diversity ☐ Aesthetic Response
H. SPECIAL INFORMATION (if any): None