

HORT 66 Course Outline as of Fall 2002**CATALOG INFORMATION**

Dept and Nbr: HORT 66 Title: GARDEN CENTER OPS

Full Title: Garden Center Operations

Last Reviewed: 12/14/2015

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	3.00	9	Lecture Scheduled	27.00
Minimum	1.50	Lab Scheduled	0	9	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	27.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 54.00

Total Student Learning Hours: 81.00

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:

An introductory course in garden center operations, including sales and service strategies, displays and merchandizing, and product knowledge appropriate to the retail garden center. Course includes information on types of retail nurseries, job availability and qualifications, laws/regulations, and professional organizations.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100.

Limits on Enrollment:**Schedule of Classes Information:**

Description: Introduction to garden center operations, including sales and service strategies, displays and merchandizing, product knowledge appropriate to the retail garden center, laws/regulations, and professional organizations. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100.

Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Fall 2002	Inactive: Fall 2019
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

Upon successful completion of this course the student will be able to:

1. Categorize and describe the types of retail nurseries in California.
2. Analyze job positions and compile a list of qualifications for each.
3. Summarize licensure requirements and laws related to garden center operation.
4. Evaluate sales and service strategies for wholesale and retail settings.
5. Distinguish between effective and poor communication styles.
6. Employ effective communication skills for dealing with the public in a retail setting.
7. Implement a personal appearance that projects a positive public image.
8. Describe correct product return and guarantee policies.
9. Describe correct delivery and service procedures.
10. Organize an appealing and effective product display.
11. Design effective signage to promote product sales.
12. Arrange products utilizing principles of product mix and placement for most effective customer appeal.
13. Describe the practice of "tie-in sales."
14. Determine price, mark-up and margin from cost of product.
15. Interpret information contained in vendor's invoice.
16. Identify plants by botanical and common names.
17. Describe cultural care requirements for a variety of plants.
18. Compare and contrast a variety of fertilizers and their uses.
19. Compare and contrast a variety of pest management methods and applications.
20. Compare and contrast a variety of soil improvement products and their applications.
21. List the relevant nursery industry professional organizations and

describe their purposes.

Topics and Scope:

1. Types of retail nurseries in California
 - a. Independent full service operations
 - b. Garden center chains
 - c. Garden department in home centers
2. Job positions and qualifications
3. Licenses and laws related to garden center operation
4. Sales and service
 - a. Sales skills
 - b. Communication styles and biases
 - c. Public image and personal appearance
 - d. Sales and returns, guarantee policies
 - e. Delivery and other services
5. Merchandising methods
 - a. Display, signage and silent sales techniques
 - b. Product mix and placement
 - c. Tie-in sales
 - d. Cost and price
 - e. Mark-up and margin
6. Product knowledge
 - a. Plant identification by botanical and common names
 - b. Plant cultural care requirements
 - c. Fertilizers, pest management, soil amendments
 - d. Garden tools and supplies
7. Professional Organizations

Assignment:

1. Written report on selected garden center employment opportunities and qualifications.
2. Visit a variety of garden centers and write an evaluation of merchandizing methods.
3. Present a product display, with appropriate mix, placement and signage.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, Term papers

Writing 10 - 25%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems, Quizzes, Exams

Problem solving 10 - 25%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances, Performance exams, Role playing.

Skill Demonstrations
20 - 50%

Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Matching items, Completion

Exams
20 - 50%

Other: Includes any assessment tools that do not logically fit into the above categories.

None

Other Category
0 - 0%

Representative Textbooks and Materials:

Stanley, John. Garden Center Management. Ball Publishing, 2002.

Batton, Susan. Nursery & Garden Center Management. Univ. of Delaware Cooperative Extension, 1997.

Saxton, John. On Retailing: Grower Talks. Ball Publishing, 1994.

Stanley, John. Nursery & Garden Center Marketing Manual, 2nd ed. Auckland: Reference Pub. Co., 1994.

Garden Council Marketing Manual. Meredith Publishing Co., 1990.