FLORS 95 Course Outline as of Spring 2014

CATALOG INFORMATION

Dept and Nbr: FLORS 95 Title: FLOWER SHOP SALES & SER
Full Title: Retail Flower Shop Sales and Service
Last Reviewed: 4/2/2012

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50 Total Student Learning Hours: 78.75

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:
Appropriate utilization of customer sales and service practices relative to the retail floral industry.

Prerequisites/Corequisites:

Recommended Preparation:
Course Completion of FLOR 83B (or FLORS 83B)

Limits on Enrollment:

Schedule of Classes Information:
Description: Appropriate utilization of customer sales and service practices relative to the retail floral industry. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Course Completion of FLOR 83B (or FLORS 83B)
Limits on Enrollment:
Transfer Credit:
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:	Effective:	Inactive:
UC Transfer:	Effective:	Inactive:

CID:

Certificate/Major Applicable:
Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:
Upon completion of this course, students will be able to:
1. Summarize sales and customer service issues specific to the floral industry.
2. Employ effective communication skills when dealing with customers.
3. Analyze the psychology of marketing and sales and apply principles to reinforcing customer choices.
4. Present a professional image through dress and demeanor.

Topics and Scope:

I. Introduction to Retail Flower Shop Sales
  A. Industry specific issues
  B. Product knowledge
  C. Opening and closing a sale
  D. Professionalism
    1. Dress
    2. Demeanor
  E. Customer personalities and how to deal with them
II. Communications and Listening
  A. Translating the customer needs and wants into a floral arrangement
  B. Information gathering for accurate order taking and delivery
  C. Empathy for customer emotions
    1. Weddings
    2. Funerals
    3. Illness
    4. Other special occasions and situations
III. Marketing Psychology
  A. Price barriers
  B. Buying trends
  C. Reinforcing customer choices

Assignment:

1. 2-3 written anlalysis and response papers to client case studies related to different client needs and emotional situations (2-3 pages each)
2. Research of strategies and techniques for varioius sales situations; 2-3 role-plays
3. Reading, 5-10 pages per week.
4. Quizzes, 1-2
5. Final exam.

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 case studies	Writing 10 - 15%

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

Preparation for role play sales scenarios	Problem solving 30 - 50%

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

Role-plays	Skill Demonstrations 15 - 25%

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

Quizzes and final exam: multiple choice, short answer	Exams 10 - 25%

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

Attendance and participation	Other Category 10 - 20%

Representative Textbooks and Materials:
Instructor prepared materials.