

HORT 66 Course Outline as of Fall 2016**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	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:

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 and regulations, and professional organizations.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

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

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 and 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:

Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:

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

1. Analyze job positions and compile a list of qualifications for each.
2. Evaluate sales and service strategies for retail settings.
3. Distinguish between effective and poor communication styles.
4. Employ effective communication skills for dealing with the public in a retail setting.
5. Implement a personal appearance that projects a positive public image.
6. Describe various categories of products for sale.
7. Organize an appealing and effective product display.
8. Design effective signage to promote product sales.
9. Arrange products utilizing principles of product mix and placement for most effective customer appeal.
10. Describe the practice of "tie-in sales."
11. Determine price, mark-up and margin from cost of product.
12. Interpret information contained in vendor's invoice/ sales receipt.
13. List the relevant nursery industry professional organizations and describe their purposes.

Topics and Scope:

- I. Types of retail nurseries in California
 - A. Independent full service operations
 - B. Garden center chains
 - C. Garden department in home centers
- II. 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
- III. 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
- IV. Professional Organizations

Assignment:

1. Garden center field trips with written evaluations of merchandising methods or other practices
2. Calculations for mark-up and profit margins
3. Product display presentation, with appropriate mix, placement and signage
4. Two to three quizzes
5. Final exam
6. Read 5-10 pages per week

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.

Field trip reports, evaluations	Writing 10 - 50%
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Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Calculations, evaluations	Problem solving 10 - 25%
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Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Product display	Skill Demonstrations 20 - 50%
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Exams: All forms of formal testing, other than skill performance exams.

Quizzes and final exam: multiple choice, true/false, matching items, completion	Exams 20 - 50%
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Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation	Other Category 0 - 10%
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Representative Textbooks and Materials:

Stanley, John. The Complete Guide to Garden Center Management. Ball Publishing, 2002

(Classic)