

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	3.00	8	Lecture Scheduled	24.00
Minimum	1.50	Lab Scheduled	0	8	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	24.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 48.00

Total Student Learning Hours: 72.00

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

Prerequisites/Corequisites:

Recommended Preparation:
Course Completion of 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 FLORS 83B
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:	Spring 2005	Inactive:	Spring 2014
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:

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

1. Summarize sales and customer service issues specific to the floral industry.
2. Appropriately utilize effective sales techniques specific to the floral industry.
3. Employ effective communication skills when dealing with customers.
4. Translate customer needs and wants into a floral arrangement that satisfies.
5. Analyze the psychology of marketing and sales and apply principles to reinforcing customer choices.
6. Anticipate customer emotions in relationship to sensitive circumstances and communicate/respond appropriately.
7. 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/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 in relation to:
 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. Role-play sales situations.
- 2. Reading, 5-10 pages per week.
- 3. 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.

None, This is a degree applicable course but assessment tools based on writing are not included because problem solving assessments are more appropriate for this course.

Writing
0 - 0%

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

Role play sales scenarios.

Problem solving
60 - 80%

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

None

Skill Demonstrations
0 - 0%

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

Multiple choice, Short answer.

Exams
10 - 20%

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.