# Agricultural and Environmental Systems Career Field

## Floral Design and Marketing

**Subject Code: 010625**

**Outcome & Competency Descriptions**

**Course Description:**

Students will use principles and elements of design to create various types and styles of floral arrangements with natural and artificial plants and plant products. Topics will include identification of ornamental plants and cut flowers, use of design materials, and storage and handling applications. Students will develop successful business, communication, marketing, and sales strategies for use in the floral industry.

**Strand 1. Business Operations/21st Century Skills**

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager, and employee role to the leadership, planning, developing, and analyzing of business enterprises related to the career field.

**Outcome: 1.1. Employability Skills**

Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.

**Competencies**

1.1.1. Identify the knowledge, skills, and abilities necessary to succeed in careers.

1.1.2. Identify the scope of career opportunities and the requirements for education, training, certification, licensure, and experience.

1.1.3. Develop a career plan that reflects career interests, pathways and secondary and postsecondary options.

1.1.4. Describe the role and function of professional organizations, industry associations and organized labor and use networking techniques to develop and maintain professional relationships.

1.1.5. Develop strategies for self-promotion in the hiring process (e.g., filling out job applications, resumé writing, interviewing skills, portfolio development).

1.1.6. Explain the importance of work ethic, accountability and responsibility and demonstrate associated behaviors in fulfilling personal, community and workplace roles.

1.1.7. Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions.

1.1.8. Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.

1.1.9. Give and receive constructive feedback to improve work habits.

1.1.10. Adapt personal coping skills to adjust to taxing workplace demands.

**Outcome: 1.2. Leadership and Communications**

Process, maintain, evaluate, and disseminate information in a business. Develop leadership and team building to promote collaboration.

**Competencies**

1.2.2. Deliver formal and informal presentations.

1.2.3. Identify and use verbal, nonverbal, and active listening skills to communicate effectively.

1.2.4. Use negotiation and conflict-resolution skills to reach solutions.

1.2.5. Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.

1.2.6. Use proper grammar and expression in all aspects of communication.

1.2.7. Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.

1.2.8. Identify the strengths, weaknesses, and characteristics of leadership styles that influence internal and external workplace relationships.

1.2.9. Identify advantages and disadvantages involving digital and/or electronic communications (e.g., common content for large audience, control of tone, speed, cost, lack of non-verbal cues, potential for forwarding information, longevity).

1.2.10. Use interpersonal skills to provide group leadership, promote collaboration, and work in a team.

1.2.11. Write professional correspondence, documents, job applications, and resumés.

1.2.12. Use technical writing skills to complete forms and create reports.

1.2.13. Identify stakeholders and solicit their opinions.

1.2.14. Use motivational strategies to accomplish goals.

**Outcome: 1.3. Business Ethics and Law**

Analyze how professional, ethical, and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.

**Competencies**

1.3.1. Analyze how regulatory compliance (e.g., United States Department of Agriculture [USDA], Food and Drug Administration [FDA], United States Department of Interior [USDI], Ohio Livestock Care Standards, water quality standards, local water regulations, building codes) affects business operations and organizational performance.

1.3.2. Follow protocols and practices necessary to maintain a clean, safe and healthy work environment.

1.3.3. Use ethical character traits consistent with workplace standards (e.g., honesty, personal integrity, compassion, justice).

1.3.4. Identify how federal and state consumer protection laws affect products and services.

1.3.6. Identify deceptive practices (e.g., bait and switch, identity theft, unlawful door-to-door sales, deceptive service estimates, fraudulent misrepresentations) and their overall impact on organizational performance.

1.3.7. Identify the labor laws that affect employment and the consequences of noncompliance for both employee and employer (e.g., harassment, labor, employment, employment interview, testing, minor labor laws, Americans with Disabilities Act, Fair Labor Standards Acts, Equal Employment Opportunity Commission [EEOC]).

1.3.8. Verify compliance with computer and intellectual property laws and regulations.

1.3.9. Identify potential conflicts of interest (e.g., personal gain, project bidding) between personal, organizational, and professional ethical standards.

**Outcome: 1.4. Knowledge Management and Information Technology**

Demonstrate current and emerging strategies and technologies used to collect, analyze, record, and share information in business operations.

**Competencies**

1.4.1. Use office equipment to communicate (e.g., phone, radio equipment, fax machine, scanner, public address systems).

1.4.2. Select and use software applications to locate, record, analyze, and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).

1.4.5. Use information technology tools to maintain, secure, and monitor business records.

1.4.6. Use an electronic database to access and create business and technical information.

1.4.7. Use personal information management and productivity applications to optimize assigned tasks (e.g., lists, calendars, address books).

1.4.8. Use electronic media to communicate and follow network etiquette guidelines.

**Outcome: 1.6. Business Literacy**

Develop foundational skills and knowledge in entrepreneurship, financial literacy, and business operations.

**Competencies**

1.6.1. Identify business opportunities.

1.6.2. Assess the reality of becoming an entrepreneur, including advantages and disadvantages (e.g., risk versus reward, reasons for success and failure).

1.6.3. Explain the importance of planning your business.

1.6.4. Identify types of businesses, ownership, and entities (i.e., individual proprietorships, partnerships, corporations, cooperatives, public, private, profit, not-for-profit).

1.6.5. Describe organizational structure, chain of command, the roles and responsibilities of the organizational departments, and interdepartmental interactions.

1.6.6. Identify the target market served by the organization, the niche that the organization fills, and an outlook of the industry.

1.6.7. Identify the effect of supply and demand on products and services.

1.6.8. Identify the features and benefits that make an organization’s product or service competitive.

1.6.9. Explain how the performance of an employee, a department and an organization is assessed.

1.6.10. Describe the impact of globalization on an enterprise or organization.

1.6.11. Describe how all business activities of an organization work within the parameters of a budget.

1.6.12. Describe classifications of employee benefits, rights, deductions and compensations.

**Outcome: 1.8. Operations Management**

Plan, organize and monitor an organization or department to maximize contribution to organizational goals and objectives.

**Competencies**

1.8.1. Forecast future resources and budgetary needs using financial documents (e.g., balance sheet, demand forecasting, financial ratios).

1.8.2. Select and organize resources to develop a product or a service.

1.8.3. Analyze the performance of organizational activities and reallocate resources to achieve established goals.

1.8.5. Use inventory and control systems to purchase materials, supplies and equipment (e.g., Last In, First Out [LIFO]; First In, First Out [FIFO]; Just in Time [JIT]; LEAN).

1.8.6. Identify the advantages and disadvantages of carrying cost and Just-in-Time (JIT) production systems and the effects of maintaining inventory (e.g., perishable, shrinkage, insurance) on profitability.

1.8.7. Collect information and feedback to help assess the organization’s strategic planning and policymaking processes.

1.8.8. Identify routine activities for maintaining business facilities and equipment.

1.8.9. Develop a budget that reflects the strategies and goals of the organization.

1.8.10. Analyze how business management and environmental management systems (e.g., health, safety) contribute to continuous improvement and sustainability.

**Outcome: 1.10. Sales and Marketing**

Manage pricing, place, promotion, packaging, positioning and public relations to improve quality customer service.

**Competencies**

1.10.1. Identify how the roles of sales, advertising and public relations contribute to a company’s brand.

1.10.2. Determine the customer's needs and identify solutions.

1.10.3. Communicate features, benefits and warranties of a product or service to the customer.

1.10.4. Identify the company policies and procedures for initiating product and service improvements.

1.10.5. Monitor customer expectations and determine product/service satisfaction by using measurement tools.

1.10.6. Discuss the importance of correct pricing to support a product or service’s positioning in the marketing mix.

1.10.7. Describe the importance of correct pricing to s and diversity of distribution channels (i.e., direct, indirect) to sell a product.

1.10.8. Use promotional techniques to maximize sales revenues (e.g., advertising, sales promotions, publicity, public relations).

1.10.9. Describe how product mix (e.g., product line, product items) maximizes sales revenues, market share and profit margin.

1.10.10. Demonstrate sales techniques.

**Outcome: 1.12. Site and Personal Safety Procedures**

Follow site and personal safety procedures in specific situations with specialized tools and equipment, evaluate the situation and take corrective action.

**Competencies**

1.12.1. Use Occupational Safety and Health Administration (OSHA) defined procedures for identifying employer and employee responsibilities, working in confined spaces, managing worker safety programs, using ground fault circuit interrupters (GFCIs), maintaining clearance and boundaries and labeling.

1.12.2. Interpret safety signs and symbols.

1.12.3. Interpret personal safety rights according to the employee Right to Know plan.

1.12.4. Describe how working under the influence of drugs and alcohol increases the risk of accident, lowers productivity, raises insurance costs and reduces profits.

1.12.5. Identify the location of emergency flush showers, eyewash fountains, Safety Data Sheets (SDSs), fire alarms and exits.

1.12.6. Identify procedures for the handling, storage and disposal of hazardous materials.

1.12.7. Select, use, store, maintain and dispose of personal protective equipment (PPE), appropriate to job tasks, conditions and materials.

1.12.8. Identify safety hazards and take corrective measures.

1.12.9. Identify, inspect and use safety equipment appropriate for the task.

1.12.10. Follow established procedures for the administration of first aid and contact emergency medical personnel when necessary.

**Strand 4. Power Systems**

Learners apply principles of tool use, power transmission, hydraulics, two- and four-stroke cycle combustion, , exhaust, ignition, starting and charging, steering, HVAC, and lubrication systems to operate, to maintain or repair equipment.

**Outcome: 4.2. Equipment Operations**

Operate and maintain mechanical equipment and power systems.

**Competencies**

4.2.1. Follow original equipment manufacturer (OEM) recommended operating procedures and adjustment specifications as found in the operator's manual.

4.2.2. Differentiate among the functions, limitations and proper use of equipment, equipment controls and instrumentation.

4.2.5. Select and operate the equipment and attachments needed to complete the task per the original equipment manufacturer (OEM) operator’s manual.

**Strand 5. Elements of Production**

Learners apply the principles of practice related to the management and maintenance of food, agriculture, and natural resources systems.

**Outcome: 5.3. Design and Estimate**

Interpret basic site plan for a desired outcome or company specification.

**Competencies**

5.3.2. Apply proportional measurement and scale techniques.

5.3.4. Develop a program list, including intended use, budget, economics, customer wants and needs and maintenance.

5.3.5. Identify and apply the principles of balance, proportion, scale, focal point, emphasis, rhythm, harmony, and unity to create a design.

5.3.6. Identify and apply the elements of line, function, form, texture and color to create a design.

5.3.7. Identify and apply design, organizational and spatial principles into a design.

**Strand 6. Environmental Science**

Learners apply earth, life, and physical sciences to the production, extraction, processing, protection, use, and renewal of both renewable and non-renewable resources.

**Outcome: 6.9. Hazardous Materials and Waste Management**

Follow and apply handling, storage and recording procedures for hazardous materials and waste.

**Competencies**

6.9.2. Describe health and safety practices for reducing risks from hazardous materials (e.g., safety data sheet [SDS], employer notification forms, personal protective equipment [PPE]).

6.9.3. Demonstrate appropriate responses for major types of hazardous materials disasters.

6.9.9. Prepare and maintain hazardous material handling documentation.

**Strand 8. Plant Science**

Learners apply principles of plant anatomy, physiology, nutrition and genetics to the research and development, selection and reproduction, planting, fertilization, health, harvesting and management of plants in a domestic and/or natural environment.

**Outcome: 8.3. Pest Management**

Develop and implement an integrated pest management (IPM) plan by scouting and identifying specific plant pests and the damage they cause and applying specialized control methods.

**Competencies**

8.3.1. Identify and classify insects, weeds, pathogens, animal pests, and describe the damages they cause.

8.3.2. Examine the interrelationships of the disease triangle among host, pathogen, and environment.

8.3.3. Analyze and calculate the economic threshold of pest damage.

8.3.4. Determine the components of an integrated pest management plans and related safety practices.

**Outcome: 8.4. Growth and Management**

Explain, manage, and manipulate plants through all stages of growth and development.

**Competencies**

8.4.1. Identify and classify plants using taxonomy.

8.4.2. Identify plant anatomical structures and their functions.

8.4.3. Identify and classify seeds.

8.4.4. Identify and classify plants and describe management decisions at all stages.

8.4.11. Select, evaluate, and prepare soil or media for planting.

8.4.16. Control plant growth through mechanical and chemical means.

**Outcome: 8.5. Harvesting**

Describe and implement harvesting methods.

**Competencies**

8.5.1. Determine crop readiness for salability and environmental conditions that can impact crop quality at harvest.

8.5.2. Describe safety precautions to take when harvesting.

8.5.3. Evaluate techniques to maximize yield through mechanical or hand harvesting methods.

8.5.6. Identify and implement harvesting methods and equipment.

8.5.7. Implement management practices to reduce loss.

**Outcome: 8.6. Handling and Storage**

Handle and store plants and plant products to maximize quality and longevity.

**Competencies**

8.6.1. Describe safety precautions in handling and storage practices.

8.6.2. Explain, monitor, and manipulate conditions for optimal handling and storage of plants and plant products.

8.6.3. Calculate potential yield and loss due to processing and storage.

8.6.4. Prepare products for sale, transportation, and storage.

8.6.5. Identify storage methods and storage capacity for plants and plant products.

8.6.6. Explain the reasons for preparing plants and plant products for distribution.

8.6.7. Implement and evaluate techniques for grading, handling, blending, segregating, packaging and loading plants and plant products for distribution or transportation.