OKLAHOMA STATE UNIVERSITY
HORT 3553: ADVANCED FLORAL DESIGN & MARKETING
FALL 2002

PROFESSOR: Dr. Douglas Needham
342 Agricultural Hall
744-6462
E-mail: needham@okstate.edu

OFFICE HOURS: An open door policy is maintained; however, appointments may be made if preferred.

TEXT:
Thompson Learning
Flowe & Plant Care: The 21st Century Approach, Society of American Florists
Cut Flower Guide, California Cut Flower Commission.

REFERENCES:
Retail Flower Shop Operation, Teleflora
Marketing and Promoting Floral Products, Teleflora
The Professional Floral Design Manual, Teleflora
The Profit Minded Florist, Teleflora and Floral Finance
“Floral Finance” by Floral Finance, Inc.
“Floral Management” by Society of American Florists
“Flower News” by Cenflo, Inc.
Flowers for Your Wedding, Teleflora
Tributes: Flowers to Express Sympathy, Teleflora

PREREQUISITES:
HORT 2652—Basic Floral Design

OBJECTIVES:
—to utilize advertising, inventory control, pricing, accounting, sales forecasting, etc. to become a profitable florist
—to create floral arrangements for weddings, funerals, and galas, utilizing principles of design, European techniques, and Japanese theories
—to recognize by sight and to identify by common and scientific names plants and cut flowers commonly sold by retail florists
—to develop marketing skills through sale of poinsettias

FORMAT:
The theory portion of the class will be presented once a week. Topics discussed will emphasize design techniques, marketing, accounting, advertising, and inventory control for a retail florist business.

The lab portion of the class will consist of discussions of shop management topics, challenges to prepare specific types of floral designs, and/or practice developing marketing skills.

LAB FEE:
A $175 fee will be charged by the Bursar’s office to help cover the cost of supplies. Floral design scissors can be purchased from the Student Union Bookstore for about $15 (ask at the “Departmental Charges” desk).

ATTENDANCE:
Attendance in all scheduled class activities is expected. Absenteeism not only precludes your learning the material presented in this course, but also may result in your not gaining points.
GRADING:

Exams: A missed exam, which is the result of illness or other required academic activity may be taken prior to distribution of the test’s results to the class; however, a 25% penalty will apply, reducing the student’s score by 25%. In the case of other required academic activity, an exam may be taken at full value prior to the scheduled test date as shown on the course schedule. Arrangements for taking an exam in advance must be made in person with Dr. Needham prior to the classes’ scheduled test date as shown in the course schedule, and a letter from the advisor or professor of the conflicting activity must be presented at that time. No exam may be taken after distribution of the test’s results to the class. This situation will result in a score of zero.

The exams will be given during the theory portion of the course. Exams will consist of typical short answer essays, multiple choice, matching, true/false, etc. Creation of a randomly selected floral design style will complete the midterm and final exam experiences. Students will be scored on their abilities to create the designs to the hypothetical customers’ specifications and price ranges.

Floral Designs: Each floral design in lab will be evaluated by Dr. Needham.

Wedding Consultation and Concept Presentation: The class will cooperatively conduct a wedding consultation with the bride and mother-of-the-bride. Each student will, then, research and present conceptual designs and a price quotation to the bride and mother-of-the-bride. Each student will have 15 minutes in which to convey his/her ideas. Students will be evaluated by the bride, mother-of-the-bride, and Dr. Needham based on the following criteria.

**Wedding Concept Presentation Criteria:**

| Interpretation—colors, materials, design forms, use, etc. |
| Poise |
| Clarity of Thought |
| Ability to Engage the Client—eye contact, body language, etc |
| Diction—speaks clearly and loudly |
| Ability to Convey Value of Designs |
| Showmanship/Salesmanship |
| Overall organization of Presentation |
| Ability to Answer Client’s Questions |

Before your presentation, submit a **spreadsheet of materials** to Dr. Needham. Include costs and prices of materials (use a 2% markup on all dried, artificial, and hard goods and a 3.5% markup on all fresh goods) needed to create your conceptual designs, calculate labor at 50%, and calculate COGS%. Be sure to use wholesale cost to calculate your sale price. See the “COURSE SCHEDULE” for the date of this presentation.
ESTIMATED POINTS:

<table>
<thead>
<tr>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floral Designs (8 @ 20 pts. each)</td>
<td>160</td>
</tr>
<tr>
<td>Wedding Concept Presentation &amp; Cost/Price Sheet</td>
<td>100</td>
</tr>
<tr>
<td>Poinsettia Marketing (bow making and sales)</td>
<td>100</td>
</tr>
<tr>
<td>Midterm Floral Design &amp; Cost/Price Sheet</td>
<td>100</td>
</tr>
<tr>
<td>Final Floral Design &amp; Cost/Price Sheet</td>
<td>100</td>
</tr>
<tr>
<td>Exam I</td>
<td>200</td>
</tr>
<tr>
<td>Exam II</td>
<td>200</td>
</tr>
<tr>
<td>Total Points</td>
<td>960*</td>
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</tbody>
</table>

*This number may fluctuate based on unforeseen changes; however, your final grade will be based on your percent of total possible points.

GRADING SCALE:

A = 90-100%
B = 80-89%
C = 70-79%
D = 60-69%
F = below 60%

SAFETY:

Throughout the semester each student may utilize chemicals for disinfection, propagation, production, postharvest handling, and/or marketing of horticultural commodities. It is each student’s responsibility to be aware of and practice appropriate safety procedures when contacting chemicals used in these instances or horticultural materials treated with such chemicals. Material Safety Data Sheets (MSDS) are publicly available at the OSU Teaching Greenhouses and 306 AG Hall for greenhouse and floral design chemicals, respectively. Appropriate protective equipment is provided at these locations for your use. MSDSs for all chemicals in the Department of Horticulture and Landscape Architecture are available in 360 AG Hall.

Students are advised to become familiar with this information by taking OSU’s Hazardous Communications Training Module through a web browser such as Netscape Navigator at [http://www.pp.okstate.edu/ehs/training.htm](http://www.pp.okstate.edu/ehs/training.htm)

STUDENTS WITH LEARNING DISABILITIES: If any member of this class feels that he/she has a qualified disability and needs special accommodations, he/she should notify the instructor and request verification of eligibility for accommodations from the Office of Student Disability Services, 326 Student Union. Please advise the instructor of such disability and the desired accommodations as soon as possible. No accommodations will be made without prior notification.

COURSE SCHEDULE: See attached course schedule.

RETENTION STANDARDS: Contact the Office of Academic Affairs, 101 Whitehurst, or point your browser to [http://www.okstate.edu/acadaffr/facultystaff/fall_02_syllabus_attachment.htm](http://www.okstate.edu/acadaffr/facultystaff/fall_02_syllabus_attachment.htm).