

**Houston Community College
Horticulture Department**

**FMKT 2331: Advanced Floral Design
Credits: 3 (2 Lecture, 2 Lab)
Syllabus**

Instructor Information

Susan Tate, AIFD

Email: Susan.Tate@hccs.edu

Office Hours: ½ hour prior to class

Telephone: 713-680-2350

Course Description

Instruction in advanced floral design techniques and business aspects of the floral industry. Emphasis will be placed on difficult techniques such as designing wedding flowers and funeral work. Students will learn business practices such as developing a customer base, planning and ordering cut flowers, and scheduling for holiday work.

Course Goals

The student will be able to plan and execute projects such party centerpieces, bridal bouquets, and other complex designs. The student will have a working knowledge of business practices in a working flower shop

Prerequisites

FMKT 1301, Beginning Floral Design

Statement of Foundation Skills

In 1988, The American Society for training and development conducted a study with the U.S. Department of Labor to identify seven skills that employers most want to see in entry-level employees. These skills are motivation to learn, basic skills, communication, teamwork, critical thinking, career development and leadership.

HCCS is committed to preparing every student with the knowledge and skills needed to succeed in today's dynamic work environment. Towards this end, the following skills will be included in this course. The following are examples of how these skills will be incorporated in this course.

SCANS SKILLS

- **Select Equipment & Tools**—Students will learn useful tools to for a specific task.
- **Managing Time**—Students will learn to use a specific amount of time to complete the assigned project. They will learn the relevance of the amount of time a project takes in relationship to pay scales.

Textbook Information

The Art of Floral Design, 2nd Edition, by Norah T. Hunter. ISBN No. 13-978-0-8273-8627-3

Lab Requirements

Labs will be incorporated in most class meetings.

Students and Disabilities

"Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact the Disability Services Office at the respective college at the beginning of each semester. Faculty are authorized to provide only the accommodations requested by the Disability Support Services Office." For questions, contact Donna Price at 713-718-5165 or the Disability Counselor at each college. Also visit the ADA web site at: <http://www.hccs.edu/students/disability/index.htm>. Faculty Handbook/Faculty Orientation is also available at <http://www.hccs.edu/students/disability/faculty.htm>

Student Discipline

"Adult behavior is expected. Disruptive behavior/activities which interfere with teaching and/or learning will not be tolerated, may result in an administrative withdrawal without refund.

Electronics in the Classroom

ALL CELLPHONES AND OTHER ELECTRONIC DEVICES MUST BE TURNED OFF UNLESS I SPECIFICALLY APPROVE OF THEM. OFF does not mean vibrate or mute.

Academic Honesty, Plagiarism, Collusion: *HCC policy* : "Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion. Cheating on a test includes copying from another student's test paper, using, during a test, materials not authorized by the person giving the test; collaborating, or soliciting in whole or part the contents of an unadministered test; or bribing another person to obtain a test that is to be administered. "Plagiarism" means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work for credit. "Collusion" means the unauthorized collaboration with another person in preparing written work offered for credit."

Attendance and Withdrawal Policies

Students are expected to attend classes regularly. Class attendance is checked daily by instructors. Although it is the responsibility of the student to drop a course for non-attendance, the instructor has the authority to drop a student for excessive absences. A student may be dropped from a course for excessive absences after the student has accumulated absences in excess of 12.5% of the hours of instruction (including lecture and laboratory time).

State Mandate: Failure of a student to withdraw officially from a class will result in an F.

Evaluation

Percentage	100-90%	89%-80%	79-70%	69-60%	59% & below
Grade	A	B	C	D	F

Course Requirements and Grading Policy

The students will be tested several times through the semester. A midterm and final exam will be given. Quizzes may be given periodically through the semester.

Testing

The tests and quizzes cover material administered in class and the reading assignments. A midterm and final exam will be given.

Make-up Policy

If the student meets college policy requirements, make-up exams are discussed with the student and the instructor and scheduled per college policy. It is necessary to make arrangements with the instructor to schedule a make-up exam.

If you do not call or come by to see me before the test date, a grade of 0 will be recorded.

Projects, Assignments, Portfolios, Service Learning, Internships, etc.

Various projects may be assigned by instructor.

Course Content

Week	Topic
1	Review Chapter 11 and practice Basic techniques.
2	Discuss Chapter 12 Shapes of Floral Arrangements, Assign Mid- Term Project/Final
3	Chapter 13-14 Seasonal, Holiday and Special Occasion Designs and Flowers To Wear
4	Test over Chapters 12-14
5	Chapter 15 Everlasting Flowers
6	Chapter 16 Oriental Designs
7	Chapter 17 Contemporary Design Styles and Techniques
8	Test over Chapters 15 – 17 Mid-Term Project/ Due
9	Chapter 18 Wedding Flowers
10	Wedding Flowers
11	Chapter 19 Sympathy Flowers
12	Sympathy Flowers

- 13 Test over Chapters 18 - 19 Discuss Chapter 20 Harvest and Distribution
- 14 Chapter 21-22 The Retail
 Flower Shop and Careers and Continuing Education
- 15 Test over Chapters 21-22 and Review
- 16 Final Exam

Student Information (clubs, tutoring, web resources, etc.)

Ag. Consortium of Texas (ACT)

Texas Junior College Ag. Association (TJCAA)

Texas Nursery & Landscape Association (TNLA)

Allied Florist of Houston—Organization that offers student membership—A great source of extra knowledge can be gained from attending monthly meetings that offer design programs as well as business related programs to benefit the industry.

www.alliedfloristsofhouston.org .

Texas State Floral Industry-

www.TSFA.org

To access your student email from www.hccs.edu; Click on <http://webmail.hccs.edu> From the Faculty and Staff Link look for Employee Support and click on the Webmail <https://webmail.hccs.edu>

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