

# Floristry

**Curriculum Guide:** *Floristry*

**Unit:** VII. Shop Operations

**Unit Objective:**

Students will demonstrate an understanding of the marketing aspect of a floral shop operation by contributing their time and effort to the creation of an advertising message to promote the sale of floral produce.

**Show-Me Standards:** 4.5, SS4

**References:**

Baldwin, H. *How to Create Effective TV Commercials*, 2<sup>nd</sup> ed., Lincolnwood, IL: NTC Business Books, 1989.

Behan, J. *How to Create Great Newspaper Ads That Will Pull All the Customers You Will Ever Need: Insider Trade Secrets Revealed*. Hertfordshire, United Kingdom: Lambert Publishing, 2000.

Book, A. C. *The Radio and Television Commercial*, 2<sup>nd</sup> ed., Chicago, IL: Crain Books, 1984.

*Floristry*. University of Missouri-Columbia, Instructional Materials Laboratory, 1996.

Jain, C. L. *An Introduction to Direct Marketing*. New York: AMACOM, 1978.

McLean, E. *The Basics of Copy: A Monograph on Direct Marketing*. Yonkers, NY: R. Gilmore, 1975.

Redmond, M. *60 Second Sells: 99 Hot Radio Spots for Retail Businesses*. Jefferson, NC: McFarland & Co., 1993.

Schulberg, B. *Radio Advertising: The Authoritative Handbook*. Lincolnwood, IL: NTC Business Books, 1989.

Stewart, D. W. *Effective Television Advertising: A Study of 1000 Commercials*. Lexington, MA: Lexington Books, 1986.

Warner, C., & Buchman, J. *Media Selling: Broadcast, Cable, Print, and Interactive*, 3<sup>rd</sup> ed., Ames, IA: Iowa State Press, 2004.

**Instructional Strategies/Activities:**

- Students will engage in study questions in lessons 1 through 7.
- Students will complete AS 1.1, Completing a Sales Slip; AS 3.1, Calculating Prices; AS 5.1, Florist Shop Display; and AS 7.1, Preparing a Print Ad.
- Additional activities that relate to the unit objective can be found under the heading “Other Activities” in the following locations: p. VII-5 (3), p. VII-15 (1), p. VII-42 (2), p. VII-49 (4), and p. VII-64 (2).

**Performance-Based Assessment:**

Students will work in groups of four to develop an advertisement in a specific medium within an overall marketing plan for a floral business. Each group will follow up in class with a presentation of its advertisement.

Assessment will be based on the content, clarity, completeness, and quality of the advertisement and presentation. Assessment also will take into account grammar, spelling, punctuation, and capitalization.

**Unit VII—Shop Operations  
Instructor Guide**

**The instructor should assign the performance-based assessment activity at the beginning of the unit. Students will work toward completing the activity as they progress through the unit lessons. The assessment activity will be due at the completion of the unit.**

1. Students will work in teams of four to plan, design, and produce an advertisement, in a specific medium, to promote a floral shop product or effort.
  - a. The instructor may decide to relate this activity to a particular sales effort (e.g., a special holiday) for which the class is producing specific floral arrangements.
  - b. The instructor may decide to restrict the number of teams that can produce an advertisement in a given medium, thus ensuring each advertising medium is employed by teams within the class.
2. Each team will produce an advertisement in one of the following media:
  - ☐ Radio – Write the script for a 30-second spot and produce the commercial intended for broadcast on a local radio station.
  - ☐ Television – Write the script for a 30-second spot and produce the commercial intended for use on a local TV station or cable TV system.
  - ☐ Direct mail – Write, design, and print a brochure, pamphlet, or flyer intended for distribution to a mailing list of floral customers.
  - ☐ Outdoor – Design and write the message for a billboard or poster to be posted at various locations in the area.
3. Each team will show and discuss its advertising effort in a brief presentation to the class.
  - a. The presentation is intended to demonstrate each team's approach to the assignment.
  - b. In the presentation, the team will discuss the following points:
    - ☐ Product to be advertised
    - ☐ Intended audience for the message
    - ☐ Reason the medium is used to reach the audience
4. Assessment will evaluate each team's efforts related to producing the advertisement and making its presentation to the class.
  - a. Factors to be evaluated will be the content, clarity, completeness, and quality of the advertisement. These will be assessed on a range from excellence to failure.

- b. The presentation will be evaluated in a similar manner, though its weight will be half of the advertisement's value.
- c. Spelling, grammar, punctuation, and capitalization also will be factors in the assessment.

**Unit VII—Shop Operations**  
**Student Handout**

1. You will work in a team with three other students to plan, design, and produce an advertisement, in a specific medium, to promote a floral shop product or effort.
2. Your team will produce an advertisement in one of the following media:
  - ☐ Radio – Write the script for a 30-second spot and produce the commercial intended for broadcast on a local radio station.
  - ☐ Television – Write the script for a 30-second spot and produce the commercial intended for use on a local TV station or cable TV system.
  - ☐ Direct mail – Write, design, and print a brochure, pamphlet, or flyer intended for distribution to a mailing list of floral customers.
  - ☐ Outdoor – Design and write the message for a billboard or poster to be posted at various locations in the area.
3. Your team will show and discuss its advertising effort in a brief presentation to the class.
  - a. The presentation is intended to demonstrate your team’s approach to the assignment.
  - b. In the presentation, your team will discuss the following points:
    - ☐ Product to be advertised
    - ☐ Intended audience for the message
    - ☐ Reason the medium is used to reach the audience
4. Assessment will evaluate your team’s efforts related to producing the advertisement and making your presentation to the class.
  - a. Factors to be evaluated will be the content, clarity, completeness, and quality of your advertisement. These will be assessed on a range from excellence to failure.
  - b. Your presentation will be evaluated in a similar manner, though its weight will be half of the advertisement’s value.
  - c. Spelling, grammar, punctuation, and capitalization also will be factors in the assessment.



## Floristry

### Unit VII—Shop Operations

#### Scoring Guide

Team Members \_\_\_\_\_

Assessment Area	Criteria	0 Points	1 Point	2 Points	3 Points	4 Points	Weight	Total
Advertisement	<input type="checkbox"/> Content	Failed	Minimum Effort	Average	Above Average	Excellent	X 4	
	<input type="checkbox"/> Clarity	Failed	Minimum Effort	Average	Above Average	Excellent	X 4	
	<input type="checkbox"/> Completeness	Failed	Minimum Effort	Average	Above Average	Excellent	X 4	
	<input type="checkbox"/> Quality	Failed	Minimum Effort	Average	Above Average	Excellent	X 4	
Presentation	<input type="checkbox"/> Content	Failed	Minimum Effort	Average	Above Average	Excellent	X 2	
	<input type="checkbox"/> Clarity	Failed	Minimum Effort	Average	Above Average	Excellent	X 2	
	<input type="checkbox"/> Completeness	Failed	Minimum Effort	Average	Above Average	Excellent	X 2	
	<input type="checkbox"/> Quality	Failed	Minimum Effort	Average	Above Average	Excellent	X 2	
Technical Considerations	<input type="checkbox"/> Grammar <input type="checkbox"/> Spelling <input type="checkbox"/> Punctuation <input type="checkbox"/> Capitalization	0 criteria met	1 criterion met	2 criteria met	3 criteria met	4 criteria met	X 1	
<b>TOTAL</b>								

Final Assessment Total \_\_\_\_/100 pts.

Comments:

