



Advanced Floral Design: FMKT 2331

Course Syllabus: Spring 2025

“Northeast Texas Community College exists to provide responsible, exemplary learning opportunities.”

NORTHEAST TEXAS
COMMUNITY COLLEGE

focused

Baily Matej

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
		By appointment only		By appointment only	NA

The information contained in this syllabus is subject to change without notice. Students are expected to be aware of any additional course policies presented by the instructor during the course.

Catalog Course Description:

An in-depth coverage of advanced floral design practices for the retail floral industry. Topics include contemporary floral arrangement styles and trends.

Workbooks (all will be made available through blackboard):

Required Textbook (ICEV access card):

You are required to purchase an ICEV access card in order to complete some class instruction and assignments for this course. You will only have to have one access card for any of the courses using ICEV this semester. Cards may be purchased through our college bookstore or on the ICEV site. We will walk through the steps on how to complete the work in ICEV on the first day of class.

General Course Requirements:

Class attendance is required. If you have more than three unexcused absences, you should consult with me about your grade. Anyone who wishes to withdraw from class must take the responsibility to formally drop with the Registrar; otherwise a failing grade will be given.

Student Learning Objectives: at the completion of this course student will:

1. Create contemporary floral designs
2. Identify specialty flowers and foliage used in retail flower shops
3. Determine and demonstrate card and processing techniques
4. Identify and utilize select mechanical aids
5. Calculate price of arrangements using various methods.

Grades will be computed as follows:

(1) Exams- Principles & Elements, Floral Career & Industry

	Points		Grading Scale for final grade	
Exams	20%		A	90-100%
Arrangement Notebook	50%		B	80-89%
Assignments	20%		C	70-79%
Attendance	10%		D	60-69%
Total Points	1000		F	Below 59%

Exams:

There will be 2 exams accounting for 100 points each for your overall grade. Exams will be multiple choice and essays developed from classroom PowerPoint presentations, and discussion. Reviews will be provided prior to exams being given. This will equate to 20% of your overall grade.

Arrangement Notebook:

You will be required to keep a notebook of each arrangement done. In the entry for each arrangement you need to explain what techniques, principles and elements are used to create the design. You will also need to list all materials used to create the design. Each entry should be titled with the type of design that is being completed. This notebook will be turned in at the end of the semester and count as your final exam. This will account for 50% of your final grade.

Assignments:

You will have weekly quizzes that go with your weekly lessons. You will receive the notes each Tuesday and then have until the following Monday night to complete the weekly quiz questions. Those weekly assignments will equal up to 20% of your overall grade.

Attendance:

This will account for 10% of your final grade.

ADDITIONAL INFORMATION

a. Class Attendance

Regular attendance of classes is required. In case of sickness or other emergencies, students should contact the instructor so that make-up lab exercise can be arranged.

b. Students with Special Needs

Any student with disabilities or other special needs, who needs special accommodations in this course, is invited to share these concerns or requests with the instructor as soon as possible. Reasonable accommodations will be made accordingly but it is your responsibility to seek out the instructor as needed.

c. Office Hours

Office hours for the instructor: By appointment only Tues. and Thurs.

NTCC Academic Honesty Statement:

"Students are expected to complete course work in an honest manner, using their intellects and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. NTCC upholds the highest standards of academic integrity. This course will follow the NTCC Academic Honesty policy stated in the Student Handbook."

Academic Ethics

The college expects all students to engage in academic pursuits in a manner that is beyond reproach. Students are expected to maintain complete honesty and integrity in their academic pursuit. Academic dishonesty such as cheating, plagiarism, or collusion is unacceptable and will result in disciplinary action. Refer to the student handbook for more information on this subject.

ADA Statement:

It is the policy of NTCC to provide reasonable accommodations for qualified individuals with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to arrange an appointment with a College counselor to obtain a Request for Accommodations form. For more information, please refer to the NTCC Catalog or Student Handbook.

Family Educational Rights And Privacy Act (FERPA):

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

Other Course Policies:

The use of cell phones or texting devices is not prohibited during class and lab; however, students using said devices in a manner which causes a disturbance in the course will be asked to leave for the class period and lose points for the day.