

SUNY Broome General Education
Course Proposal and Revision Form

I. Course Information/Signature Page

Date: **9/1/2023**

Course Title: **Principles of Floral Design for Event and Sports Entertainment Management**

Proposed Course Title (only for courses proposing new titles through Curriculum Committee):

Department/Subject Designator: **EVE/INT 220**

Number credits: **3**

Pre-requisites/Co-requisites: [Click here to enter pre-req/co-reqs.](#)



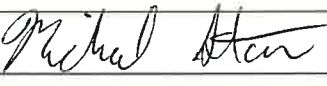


Sponsor Proposer: **Maria Montemagno**

Sponsor Department(s): **Hospitality**

Cross-listed proposer (if applicable): **Patricia Evans**

Cross-listed department (if applicable): **Visual Communications**

Effective semester/year of Proposed GE Addition: **8/25/2024**

Approvals		Yes	No
Sponsoring Department: (Chair signs for Department) 	Date 9/07/23	X	
Comments:			
Department Chair: 	Date 9/07/23	X	
Comments:			
Sponsoring Division: (Dean signs for Division) 	Date 9/7/23	X	
Comments:			
Cross-listed Department (if applicable): (Chair signs for Department) 	Date 9/11/23	X	
Comments:			
Cross-listed Division (if applicable): (Dean signs for Division) 	Date 12 SEP 2023	X	
Comments:			
These signatures will be obtained upon approval of the course as a General Education course			
General Education Committee: (Chair signs for Committee)	Date		
Comments:			
Registrar:	Date		
Comments:			
VPAA/CAO:	Date		
Comments:			

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II. SUNY GER Categories

a. Select a category for which the course is proposed to become a General Education course. *Please note that your course must meet the learning outcomes for the specific General Education category selected and include the SUNY general education learning outcomes.*

- Mathematics
- Natural Sciences
- Diversity: Equity, Inclusion, and Social Justice
- U.S. History and Civic Engagement
- Social Sciences
- World History and Global Awareness
- Humanities
- The Arts
- World Language
- Communication (Written)
- Communication (Oral)

b. Select any infused competencies for which your course meets. *Please note that if selected, your course must demonstrate that it meets these learning outcomes.*

- Critical Thinking
- Information Literacy

III. Student Learning Outcomes

a. List the proposed course student learning outcomes.

- 1. Comprehend, demonstrate, and utilize the basic elements and principles of floral design.**
- 2. Demonstrate ability to develop pricing, marketing and selling plans for the sale of floral arrangements.**
- 3. Demonstrate an understanding of at least one principal form of artistic expression and the creative process inherent therein through the creation of centerpiece arrangements.**

IV. Catalogue Description

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a. Please enter the course description as will be or is currently listed in the SUNY Broome College Catalogue.

This course is designed to provide students with an introduction to the hands-on skills and theory required for career success in event function and commercial/residential floral design. Students will understand the elements, principles, forms, styles and techniques of floral design. Students will learn to identify flowers and interior foliage plants, create specialty floral items and develop knowledge of sound business management practices and careers in the floral industry. Students will learn floral marketing, pricing and sales.

V. Topical Outline

Please describe the specific topics which will be addressed within this course. *You should ensure that your topical list meets the General Education category student learning outcomes.*

- 1. Week 1: Introduction to Floral Design**
 - a. Understanding the principles and elements of floral design
 - b. Importance of color theory and its application in floral arrangements
 - c. Tools and materials needed for floral design
 - d. Safety guidelines when working with flowers and tools
- 2. Week 2: Types of Flowers and Foliage**
 - a. Learning about different types of flowers and their characteristics
 - b. Exploring various foliage options and their uses in arrangements
 - c. Understanding the seasonal availability of flowers and foliage
- 3. Week 3: Basic Floral Arrangements**
 - a. Creating a balanced and symmetrical arrangement
 - b. Introduction to hand-tied bouquets and vase arrangements
 - c. Techniques for conditioning and preparing flowers for arranging
- 4. Week 4: Contemporary and Modern Floral Design**
 - a. Exploring asymmetrical and abstract arrangements
 - b. Incorporating non-traditional elements like branches, wires, and decorative containers
 - c. Emphasis on creativity and pushing the boundaries of traditional design
- 5. Week 5: Event and Special Occasion Arrangements**
 - a. Designing centerpieces for weddings, parties, and other events
 - b. Understanding the significance of color and theme coordination
 - c. Incorporating props and accessories into floral arrangements
- 6. Week 6: Ikebana and Eastern Influences**
 - a. Introduction to Ikebana and its minimalist aesthetic
 - b. Learning about other Eastern floral design styles and philosophies
 - c. Incorporating Zen principles into arrangements for tranquility and balance
- 7. Week 7: Business and Marketing for Floral Designers**
 - a. Basics of starting a floral design business
 - b. Pricing strategies for different types of arrangements
 - c. Marketing techniques including social media, websites, and networking

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VIII. SUNY Broome General Education Assessment Plan

Please complete the General Education Assessment Plan form.

Submission Instructions: Email the completed **General Education Course Proposal Form** to the Chair of the General Education Committee.

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SUNY Broome General Education Course Assessment Map & Plan
SUNY Broome GE Course SLO Alignment with SUNY-GER Course Alignment/SUNY Broome ILOs

Course Title and Number: Please list the course number and title here: *EVE/INT 220 Principles of Floral Design for Event and Sports Entertainment*

SUNY-GER Category: Please list the name of the SUNY-GER category here: *Art*

Assessment Schedule: Please list the assessment schedule here, including semester and year it will occur; if assessment is done each semester, please indicate this. [Click here to enter text.](#)

Which SUNY Broome ILO do you believe this course maps to, if any:

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<p>SUNY Broome Course SLO (<u>every</u> course SLO should be listed, as stated within the college catalogue & course syllabus)</p>	<p>SUNY Broome ILO (If an SLO maps to a SUNY Broome ILO, indicate it here by naming the ILO; otherwise leave blank)</p>	<p>Assessment Timeline (indicate the frequency in which assessment occurs, including semester and year within assessment cycle) *All SLOs must be assessed at least once every 3 years</p>	<p>Learning Activity (indicate the learning activity used to assess the SLO)</p>	<p>Criteria for Success/Benchmark (indicate the criteria used to assess SLO & the benchmark for success)</p>
<p>Comprehend, demonstrate, and utilize the basic elements and principles of floral design.</p>	<p>Click here to enter text.</p>	<p>Every time the course runs.</p>	<p>Designing with Principles and Elements-Create a simple floral arrangement that embodies the principles and elements discussed in this lesson.</p>	<p>75% of students to receive 80% or higher</p>
<p>Demonstrate ability to develop pricing, marketing and selling plans for the sale of floral arrangements.</p>	<p>Click here to enter text.</p>	<p>Every time the course runs.</p>	<p>Select different types of arrangements (e.g., bouquet, centerpiece, wedding bouquet) and simulate the pricing process. Consider materials, labor, and overhead costs to arrive at appropriate prices.</p>	<p>75% of students to receive 80% or higher</p>
<p>Demonstrate an understanding of at least one principal form of artistic expression and the creative process</p>	<p>Click here to enter text.</p>	<p>Every time the course runs.</p>	<p>Select a few elements from nature, such as branches, leaves, and flowers. Apply Ikebana principles to create an arrangement that</p>	<p>75% of students to receive 80% or higher</p>

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<p>inherent therein through the creation of centerpiece arrangements.</p>			<p>embodies the art's minimalism and mindful aesthetics.</p>	
<p>Click here to enter text.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
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