

Instructional Scenario



TITLE: Seasonal Displays

Course/Duty Area: Floral Design I/Marketing Floral Products

Scenario: You have just opened your own floral shop. The shop has a display window that faces Main Street. You would like to create seasonal displays for each season or holiday. To be proactive, you decide to plan your displays for the year to alleviate the stress of creating displays in a timely manner.

Big Question: What are the factors you should consider in your annual plan?

Focused Questions:

- How long is a window display viewed by a person passing in a vehicle?
- How frequently should shop displays be changed? Why?
- When is it appropriate for prices of merchandise to be included in floral shop displays? Why?
- What other options for floral shop displays exist aside from in-store displays?

Project-Based Assessment:

Create a schedule of seasonal displays for each month that includes the following:

1. Description of the display
2. Inspiration pictures for reference
3. Materials needed
4. Timeline for switching the display

Teacher Resources:

Shirley-Becker, P. (2013). *The Art of Effective Virtual Merchandising*. Texas State Florists' Association. Retrieved from https://www.tsfa.org/objects/Visual_Merch_Book_201308.pdf

Top Ten Tips for Boosting Floral Impulse Purchases. (n.d.). Texas A&M AgriLife Extension. Retrieved from <https://aggie-horticulture.tamu.edu/ornamental/economic-fact-sheets/floral-merchandising/top-ten-tips-for-boosting-floral-impulse-purchases/>

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