

**Course Objectives/Course Outline**  
**Spokane Community College**

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**Course Title: Horticulture Retail Sales**

**Prefix and Course Number: AGHRT 105**

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**Course Learning Outcomes:**

**By the end of this course, a student should be able to:**

- operate a cash register
- calculate change due to customers
- receive orders over the phone and in person
- complete required business forms
- analyze and complete financial records
- design and implement successful marketing programs
- design store layout
- select and order merchandise
- maintain inventory

**Course Outline:**

**I. Communication Skills**

**A. Written Skills**

1. work orders
2. inventories and recordkeeping
3. taking orders

**B. Oral Skills**

1. phone
2. interpersonal

**II. Retail Sales**

**A. Techniques**

**B. Etiquette**

**III. Marketing**

**A. Ad Campaign Design**

**B. Product Selection**

**C. Displays**

**D. Promotion**

**E. Public Relations**

**IV. Operations**

**A. Cash Registers**

**B. Paperwork**

**C. Financial Records**

**D. Purchasing and Pricing**

**E. Merchandise Control**

**F. Opening and Closing Sequences**