

**Correlation of  
Principles of Floral Design, An Illustrated Guide, 2<sup>nd</sup> Edition, Scace and DelPrince  
(Goodheart-Willcox Publisher ©2021)**

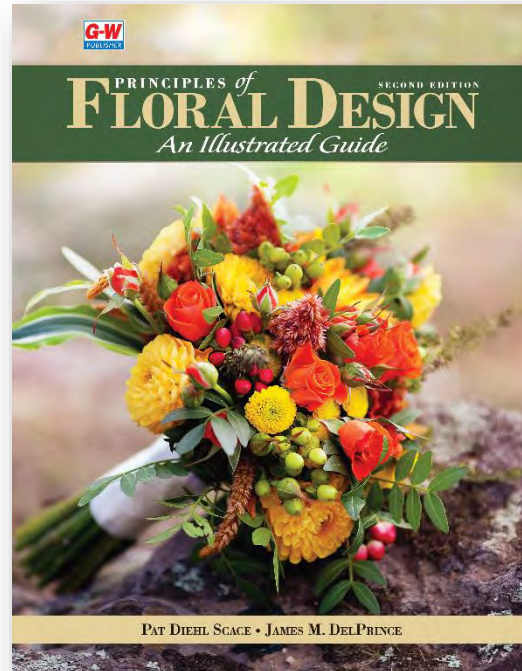
to

**National Agriculture, Food, and Natural Resources Content Standards**

The following correlation chart lists the standards for the Agriculture, Food, and Natural Resources Content Standards in the left column. Foundational and career pathway standards that are covered include applicable standards from *Career Ready Practices (CRP)*, *Plant Systems (PS)*, and *AFNR Cluster Skills (CS)*.

Corresponding content from ***Principles of Floral Design, An Illustrated Guide***, that can be used by a student to help achieve the standards is listed in the right column.

A complete table of contents for the 2nd edition of ***Principles of Floral Design, An Illustrated Guide***, is provided at the end of this document.



National AFNR Standards	G–W Content (TC Thinking Critically; ST STEM; FFA; SAE; CA Communicating about)
<b>PS.04.02.02.a.</b> Identify and categorize tools used for design (e.g., computer landscape software, drawing tools, florist tools, etc.).	Chapter 3
<b>PS.02.01.01.a.</b> Identify and summarize systems used to classify plants based on specific characteristics.	Chapter 4 CH 04, pg. 105 CA
<b>PS.02.01.01.c.</b> Classify agricultural and ornamental plants according to the hierarchical classification system	Chapter 4

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<b>PS.02.01.02.b.</b> Identify and describe important plants to agricultural and ornamental plant systems by common names.	Chapters 4, 8, 9, 16, and 17 CH 8 <i>Illustrated Flower Glossary</i> CH 9 <i>Illustrated Foliage Glossary</i> CH 16 <i>Illustrated Permanent Botanicals Glossary</i> CH 17, <i>Illustrated Potted Plants Glossary</i>
<b>PS.02.01.02.c.</b> Identify and describe important plants to agricultural and ornamental plant systems by scientific names.	Chapters 4, 8, 9, 16, and 17 CH 8 <i>Illustrated Flower Glossary</i> CH 9 <i>Illustrated Foliage Glossary</i> CH 16 <i>Illustrated Permanent Botanicals Glossary</i> CH 17, <i>Illustrated Potted Plants Glossary</i>
<b>PS.01.01.01.a.</b> Identify and summarize the three measurements of light – color, intensity and duration – that affect plant growth.	Chapter 17 CH 17, SAE 1
<b>PS.01.01.01.b.</b> Analyze and describe plant responses to light color, intensity and duration.	CH 05, pg. 124 ST Chapter 17 CH 17, SAE 1
<b>PS.02.02.02.a.</b> Identify and summarize the components, the types and the functions of plant roots.	Chapter 4
<b>PS.02.02.03.a.</b> Identify and summarize the components and the functions of plant stems.	Chapter 4 CH 04, pg. 104 ST CH 03, pg. 82 CT
<b>PS.02.02.04.a.</b> Research and summarize leaf morphology and the functions of leaves.	Chapter 4 CH 04, pg. 105 CA
<b>PS.02.02.04.b.</b> Analyze how leaves capture light energy and summarize the exchange of gases.	Chapter 4
<b>PS.02.02.05.a.</b> Identify and summarize the components of a flower, the functions of a flower and the functions of flower components.	Chapter 4 CH 09, pg. 238 SAE
<b>PS.02.02.05.b.</b> Apply knowledge of flower structure to differentiate between the types of flowers and flower inflorescence (e.g., complete, incomplete, perfect, imperfect).	Chapter 4
<b>PS.02.03.01.a.</b> Summarize the importance of photosynthesis to plant life on earth and the process of photosynthesis, including the types (c3, c4, Cam), its stages (e.g., light-dependent and light independent reactions), and its products and byproducts.	Chapter 4
<b>PS.03.01.01.a.</b> Identify examples of and summarize pollination, cross-pollination and self-pollination of flowering plants.	Chapter 4 CH 04, pg. 104 ST
<b>PS.03.05.05.c.</b> Evaluate techniques for grading, handling and packaging plants and plant products.	Chapters 5 and 12 CH 12, pg. 342 ST

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<b>PS.03.05.03.a.</b> Research and summarize how safety is ensured at each stage of the following processes: harvesting, processing, and storing.	Chapter 5 CH 05, pg. 125 CA CH 05, pg. 125 SAE
<b>PS.03.05.04.a.</b> Identify and categorize plant preparation methods for storing and shipping plants and plant products.	Chapter 5 CH 05, pg. 125 ST CH 09, pg. 238 SAE CH 12, pg. 341 CT
<b>PS.03.05.04.b.</b> Analyze the proper conditions required to maintain the quality of plants and plant products held in storage and during shipping.	Chapter 5 CH 05, pg. 125 ST CH 05, pg. 125 SAE CH 09, pg. 238 SAE CH 12, pg. 341 CT
<b>PS.03.05.04.c.</b> Monitor and evaluate environmental conditions in storage facilities for plants and plant products.	Chapter 5 CH 05, pg. 125 SAE
<b>PS.03.05.05.a.</b> Summarize the reasons for preparing plants and plant products for distribution.	Chapter 5
<b>PS.03.05.05.b.</b> Demonstrate techniques for grading, handling and packaging plants and plant products for distribution.	Chapters 5 and 12 CH 05, pg. 125 ST CH 12, pg. 341 CT
<b>PS.03.05.05.c.</b> Evaluate techniques for grading, handling and packaging plants and plant products.	Chapter 5
<b>PS.04.01.01.a.</b> Identify and categorize plants by their purpose (e.g., floral plants, landscape plants, house plants, etc.).	Chapters 8, 9, 16, and 17 CH 09, pg. 237 ST CH 8 <i>Illustrated Flower Glossary</i> CH 9 <i>Illustrated Foliage Glossary</i> CH 16 <i>Illustrated Permanent Botanicals Glossary</i> CH 17, <i>Illustrated Potted Plants Glossary</i>
<b>PS.04.02.01.c.</b> Analyze designs to identify use of design principles and elements.	Chapters 6, 7, and 12 CH 06, pg. 147 ST CH 07, pg. 171 CA
<b>PS.04.01.02.c.</b> Evaluate a design and provide feedback and suggestions for improvement (e.g., a floral arrangement, a landscape or a landscape plan, etc.).	Chapter 6, 7, and 10
<b>PS.04.02.01.a.</b> Research and summarize the principles and elements of design for use in plant systems.	Chapter 6 CH 06, pg. 147 SAE CH 06, pg. 147 ST
<b>PS.04.02.01.b.</b> Apply principles and elements of design that form the basis of artistic impression.	Chapters 6 and 7
<b>PS.04.02.02.b.</b> Demonstrate the use of tools used for creating designs.	Chapter 3 <i>Step-by-Step Illustrated Instructions throughout text</i>

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<b>PS.04.02.02.c.</b> Choose and properly use appropriate tools to create a desired design.	Chapter 3 <i>Step-by-Step Illustrated Instructions throughout text</i>
<b>CRP.01.03.01.b.</b> Assess available professional service opportunities at workplaces and in community (e.g., trainings, organizing events, etc.).	Chapter 1 CH 01, pg. 31 SAE
<b>CRP.01.03.01.c.</b> Devise, implement, and evaluate strategies for involvement in professional service opportunities at work and in the community (e.g., coaching/mentorship, presentations at meetings, etc.).	CH 01, pg. 31 SAE
<b>CS.01.01.01.a.</b> Examine historical and current data to identify issues impacting AFNR (floriculture) systems.	CH 02, pg. 52 ST 3 CH 02, pg. 53 CA 1 CH 06, pg. 147 SAE 2 CH 09, pg. 237 ST 3 CH 10, pg. 288 ST 2 CH 11, pg. 308 ST 2
<b>CS.01.02.01.a.</b> Research technologies used in AFNR (floriculture) systems.	CH 01, pg. 30 ST 2 Chapter 2 CH 02, pg. 52 ST 1, 3 CH 03, pg. 83 ST 2 CH 08, pg. 194 ST 6 CH 10, pg. 288 ST 2 CH 11, pg. 308 ST 2 CH 13, pg. 378 ST 1 CH 14, pg. 416 ST 4 CH 15, pg. 446 ST 4 CH 18, ST 2
<b>CS.02.02.02.c.</b> Evaluate how society traditions, customs or policies have resulted from practices with AFNR (floriculture) systems.	CH 09, pg. 237 ST 3 CH 12, pg. 343 CA 1 CH 13, pg. 379 ST 7 CH 14, pg. 416 ST 6 CH 15, pg. 446 ST 1
<b>CS.03.02.01.c.</b> Create and implement a plan to improve safety, health and environmental management regulations in an AFNR (floriculture) workplace.	CH 03, pg. 82 CT CH 03, pg. 83 SAE
<b>CS.03.03.02.a.</b> Identify emergency response procedures for health and safety issues at AFNR (floriculture) workplaces.	CH 03, pg. 82 CT
<b>CS.03.03.03.a.</b> Examine and categorize examples of how to avoid health or safety risks in AFNR (floriculture) workplaces.	CH 03, pg. 82 CT
<b>CS.03.04.</b> Use appropriate protective equipment and demonstrate safe and proper use of AFNR (floriculture) tools and equipment.	CH 03, pg. 82 CT

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<b>C3.06.04.02.c.</b> Evaluate and select appropriate tools and equipment to complete AFNR (floriculture) tasks	<i>Step-by-Step Illustrated Instructions throughout text</i>
<b>CS.05.</b> Describe career opportunities and means to achieve those opportunities in each of the Agriculture, Food & Natural Resources career pathways.	Chapter 1 CH 01, pg. 31 SAE
<b>CS.05.01.</b> Evaluate and implement the steps and requirements to pursue a career opportunity in each of the AFNR (floriculture) career pathways (e.g., goals, degrees, certifications, resumes, cover letter, portfolios, interviews, etc.).	Chapter 1 CH 01, pg. 31 SAE 1–4
<b>CS.05.01.01.a.</b> Identify and summarize the steps to pursue a career in an AFNR (floriculture) pathway (e.g., self-assessment, set goals, etc.).	Chapter 1 CH 01, pg. 31 SAE 1–4
<b>CS.05.01.01.b.</b> Create a personal plan outlining goals and steps to obtain a career in an AFNR (floriculture) pathway.	Chapter 1 CH 01, pg. 31 SAE 1–4
<b>CS.05.01.01.c.</b> Evaluate progress toward AFNR (floriculture) career goals and identify opportunities for improvement and necessary adjustments to one’s plan of action	Chapter 1
<b>CS.05.01.02.a.</b> Examine the educational, training and experiential requirements to pursue a career in an AFNR (floriculture) pathway (e.g., degrees, certifications, training, internships, etc.).	Chapter 1
<b>CS.05.01.02.b.</b> Analyze personal skillset and create a plan for obtaining the required education, training and experiences to obtain a career in an AFNR (floriculture) pathway.	Chapter 1
<b>CS.05.01.02.c.</b> Implement one’s personal plan of action for obtaining the required education, training and experiences and evaluate progress to identify opportunities for improvement and necessary adjustments.	Chapter 1
<b>CS.05.01.03.a.</b> Research and summarize specific tools (e.g., resumes, portfolios, cover letters, etc.) and processes (e.g., interviews, applications, etc.) needed to pursue a career in an AFNR (floriculture) pathway.	Chapter 1 CH 01, pg. 31 SAE 4 CH 01, pg. 31 CA 1
<b>CS.05.01.03.c.</b> Evaluate, update and improve a set of personal tools to reflect current skills, experiences, education, goals, etc. and complete the processes needed to pursue and obtain a career in an AFNR (floriculture) pathway.	Chapter 1 CH 01, pg. 31 SAE
<b>CS.05.02.</b> Examine and choose career opportunities that are matched to personal skills, talents, and career goals in an AFNR (floriculture) pathway of interest.	Chapter 1 CH 01, pg. 31 SAE

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<p><b>CS.05.02.01.b.</b> Assess personal skills and align them with potential career opportunities in AFNR (floriculture) pathways.</p>	<p>CH 01, pg. 31 SAE 4 CH 11, pg. 308 ST 5 CH 18, CT 6</p>
<p><b>CS.05.02.02.c.</b> Conduct interviews with career professionals within AFNR (floriculture) pathways and summarize the results.</p>	<p>CH 01, pg. 31 CA CH 01, pg. 31 SAE 2, CA 3 CH 04, pg. 105 CA CH 08, pg. 193 ST CH 12, pg. 343 SAE CH 18, SAE CH 18, CA</p>
<p><b>CRP.01.03.02.a.</b> Identify civic service opportunities in workplaces and the community (e.g., organizations, fundraising, etc.).</p>	<p>CH 02, pg. 53 SAE 1 CH 08, pg. 194 SAE 1 CH 14, pg. 417 SAE 2 CH 17, SAE 3</p>
<p><b>CRP.04.01.01.a.</b> Identify and categorize strategies for ensuring clarity, logic, purpose and professionalism in verbal and non-verbal communication (e.g., vocal tone, organization of thoughts, eye contact, preparation, etc.).</p>	<p>Chapter 1 CH 01, pg. 31 SAE 2 CH 11, pg. 308 ST</p>
<p><b>CRP.04.01.01.b.</b> Analyze use of verbal and non-verbal communication strategies in workplace situations.</p>	<p>CH 01, pg. 31 SAE 4 CH 11, pg. 308 ST 5 CH 13, pg. 378 ST 1 CH 18, CT 1, 4, 6</p>
<p><b>CRP.04.01.01.c.</b> Evaluate other’s verbal and non-verbal communications (e.g., speeches, presentations, oral reports, etc.) and propose recommendations for improvement in clarity, logic, purpose and professionalism.</p>	<p>CH 01, pg. 31 CA 2 CH 06, pg. 147 CA 2 CH 11, pg. 308 ST 5 CH 16, pg. 483 CA 1 CH 18, CT 5</p>
<p><b>CRP.04.01.02.a.</b> Examine and assess personal ability to speak with clarity, logic, purpose and professionalism in formal and informal settings (e.g., speeches, interviews, presentations, oral reports, etc.).</p>	<p>CH 01, pg. 30 CT 3 CH 08, pg. 193 SAE 2</p>

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<p><b>CRP.04.02.</b> Produce clear, reasoned and coherent written and visual communication in formal and informal settings.</p>	<p>CH 01, pg. 30 ST 2            CH 02, pg. 52 ST 1–3            CH 02, pg. 53 CA 1; ST 6; SAE 1            CH 03, pg. 83 ST 1–2            CH 04, pg. 104 ST 1            CH 05, pg. 124 ST 2            CH 05, pg. 125 ST 6            CH 06, pg. 147 ST 2, 4            CH 07, pg. 170 ST 2            CH 07, pg. 171 ST 5            CH 08, pg. 193 ST 1, 3            CH 08, pg. 194 CA 3            CH 09, pg. 237 ST 2            CH 09, pg. 238 CA 1–2            CH 10, pg. 288 ST 5            CH 11, pg. 308 ST 1            CH 12, pg. 342 ST 1            CH 12, pg. 343 CA 1            CH 13, pg. 379 ST 3, SAE 1, SAE 3            CH 14, pg. 416 ST 2            CH 15, pg. 446 ST 1, 4, 5            CH 17, CA 5            CH 18, CA 3            CH 18, CT 1            CH 18, ST 1</p>
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<p><b>CRP.04.02.02.b.</b> Apply techniques for ensuring clarity, logic and coherence to edit written and visual communications (e.g., emails, reports, presentations, technical documents, diagrams, etc.).</p>	<p>CH 01, pg. 30 ST 2            CH 02, pg. 52 ST 1–3            CH 02, pg. 53 CA 1; ST 6; SAE 1            CH 03, pg. 83 ST 1–2            CH 04, pg. 104 ST 1            CH 05, pg. 124 ST 2            CH 05, pg. 125 ST 6            CH 06, pg. 147 ST 2, 4            CH 07, pg. 170 ST 2            CH 07, pg. 171 ST 5            CH 08, pg. 193 ST 1, 3            CH 08, pg. 194 CA 3            CH 09, pg. 237 ST 2            CH 09, pg. 238 CA 1–2            CH 10, pg. 288 ST 5            CH 11, pg. 308 ST 1            CH 12, pg. 342 ST 1            CH 12, pg. 343 CA 1            CH 13, pg. 379 ST 3, SAE 1, SAE 3            CH 14, pg. 416 ST 2            CH 15, pg. 446 ST 1, 4, 5            CH 17, CA 5            CH 18, CA 3            CH 18, CT 1            CH 18, ST 1</p>
<p><b>CRP.04.03.01.b.</b> Apply active listening strategies (e.g., be attentive, observe non-verbal cues, ask clarifying questions, etc.).</p>	<p>CH 4, pg. 105 CA 2, 3            CH 5, pg. 125 CA 2            CH 6, pg. 147 CA 1            CH 7, pg. 171 CA 1–2            CH 8, pg. 194 CA 1            CH 9, pg. 238 CA 2            CH 11, pg. 309 CA 2–3            CH 12, pg. 343 CA 2            CH 13, <i>The Initial Consultation</i>            CH 15, <i>Funeral Floral Consultations</i>            CH 15, pg. 447 CA 2            CH 16, pg. 483 CA 1            CH 18, CA 2</p>
<p><b>CRP.08.01.01.b.</b> Apply steps for critical thinking to a variety of workplace and community situations.</p>	<p><i>Critical Thinking Questions</i> in the Review and Assessment section at the end of each chapter</p>
<p><b>CRP.10.01.</b> Identify career opportunities within a career cluster that match personal interests, talents, goals and preferences.</p>	<p>Chapter 1</p>



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<b>CRP.10.01.01.a.</b> Determine personal interests, talents, goals and preferences for potential careers.	Chapter 1
<b>CRP.10.01.01.c.</b> Plan a career path based on personal interests, goals, talents and preferences.	Chapter 1
<b>CRP.10.02.</b> Examine career advancement requirements (e.g., education, certification, training, etc.) and create goals for continuous growth in a chosen career.	Chapter 1
<b>CRP.10.04.01.a.</b> Identify and explain the purpose of fundamental tools used to pursue a career path (e.g., resume, cover letter, portfolio, etc.) as well as the common components of each (e.g., content in cover letter, categories in resume, etc.).	Chapter 1
<b>CRP.10.04.01.b.</b> Organize personal information (e.g., goals, experiences, education, achievements, work examples, etc.) to prepare and continuously update a set of tools to aid in the pursuit of a career path.	Chapter 1
<b>CRP.10.04.02.a.</b> Summarize common processes involved in pursuing a career (e.g., interviews, applications, networking, etc.) and the appropriate tools used for completing each.	CH 01, pg. 31 SAE 4
<b>CRP.10.04.02.b.</b> Examine and practice the skills needed to complete common processes for pursuing a career (e.g., ability to communicate about past experiences, ability to articulate one's goals and career objectives, etc.).	Chapter 1
<b>CRP.12.</b> Work productively in teams while using cultural/global competence. Career-ready individuals positively contribute to every team, whether formal or informal. They apply an awareness of cultural differences to avoid barriers to productive and positive interaction. They find ways to increase the engagement and contribution of all team members. They plan and facilitate effective team meetings.	CH 01, pg. 30 ST 5 CH 03, pg. 83 CA 1–2 CH 04, pg. 105 CA 3 CH 05, pg. 125 CA 1 CH 06, pg. 147 CA 1, 3 CH 07, pg. 171 CA 1–3; ST 9 CH 08, pg. 194 CA 1 CH 10, pg. 288 ST 3 CH 10, pg. 289 ST 10 CH 11, pg. 309 CA 2 CH 12, pg. 343 CA 1–2 CH 16, pg. 483 SAE 3 CH 18, CA 1 CH 18, CA 4
<b>ABS.01.</b> Apply management planning principles in AFNR (floriculture) businesses.	CH 18, pg. <i>General Retail Operations</i>
<b>ABS.01.02.02.a.</b> Identify the meaning and importance of goals and objectives in AFNR (floriculture) business enterprises.	CH 18, <i>Marketing Plan</i>

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<b>ABS.01.03.</b> Devise and apply management skills to organize and run an AFNR (floriculture) business in an efficient, legal and ethical manner.	CH 18, pg. <i>General Retail Operations</i>
<b>ABS.01.04.</b> Evaluate, develop and implement procedures used to recruit, train and retain productive human resources for AFNR (floriculture) businesses.	CH 18, <i>Sales Etiquette</i>
<b>ABS.02.</b> Use record keeping to accomplish AFNR (floriculture) business objectives, manage budgets and comply with laws and regulations.	CH 18, <i>Financial Management</i>
<b>ABS.02.01.</b> Apply fundamental accounting principles, systems, tools and applicable laws and regulations to record, track and audit AFNR (floriculture) business transactions (e.g., accounts, debits, credits, assets, liabilities, equity, etc.).	CH 18, pg. <i>General Retail Operations</i>
<b>ABS.02.01.01.c.</b> Select appropriate accounting systems and develop accounting procedures to maintain records for AFNR (floriculture) businesses	CH 18, ST 2
<b>ABS.02.01.02.b.</b> Compare and contrast the benefits and limitations of different tools and services for recording, tracking, and auditing AFNR (floriculture) business transactions (e.g., convenience, costs, data security, etc.).	CH 18, ST 2
<b>ABS.02.01.02.c.</b> Recommend and select tools and services to track, record and audit AFNR (floriculture) business transactions that meet business needs and priorities (e.g., electronic and paper based systems, etc.).	CH 18, ST 2
<b>ABS.03.02.01.b.</b> Analyze AFNR (floriculture) business needs to determine the necessity of loans for business operation.	CH 18, SAE 3
<b>ABS.04.</b> Develop a business plan for an AFNR (floriculture) business.	CH 11, pg. 309 SAE 2 CH 13, pg. 379 SAE 3 CH 18, SAE 3
<b>ABS.04.01.03.a.</b> Research and describe the components to include in a business plan for an AFNR (floriculture) business.	CH 11, pg. 309 SAE 2 CH 13, pg. 379 SAE 3 CH 18, SAE 3
<b>ABS.04.01.03.c.</b> Prepare a business plan for an AFNR (floriculture) business.	CH 11, pg. 309 SAE 2 CH 13, pg. 379 SAE 3 CH 18, SAE 3
<b>ABS.04.02.01.a.</b> Identify and define the components of operational plans in AFNR (floriculture) businesses (e.g., location, supply and inventory management, production and distribution, organization structure, etc.).	CH 11, pg. 309 SAE 2 CH 13, pg. 379 SAE 3 CH 18, SAE 3

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<p><b>ABS.05.</b> Use sales and marketing principles to accomplish AFNR (floriculture) business objectives.</p>	<p>CH 18, <i>Marketing</i> CH 18, <i>Sales</i></p>
<p><b>ABS.04.02.02.c.</b> Create strategies to improve the production process of an agricultural product for an AFNR (floriculture) facility (e.g., SWOT-strengths, weaknesses, opportunities and threats, supply chain management, etc.).</p>	<p>CH 18, <i>Shop Efficiency</i></p>
<p>ABS.05.02.02.b. Assess different customer reactions that could be encountered during different types of sales calls used in AFNR (floriculture) businesses and prepare an appropriate response (e.g., objections, competitor prices, competing products, post-sale service, complaints about product, etc.).</p>	<p>CH 01, pg. 30 CT 2 CH 06, pg. 146 CT 1 CH 08, pg. 193 CT 1–2 CH 09, pg. 237 CT 2–3 CH 10, pg. 287 CT 1 CH 11, pg. 308 CT 1 CH 12, pg. 341 CT 2 CH 14, pg. 415 CT 2 CH 14, pg. 416 ST 5 CH 16, pg. 482 CT 1 CH 17, CT 1, 4, 5</p>
<p>ABS.05.02.02.c. Create strategies for developing plans for different types of sales calls used in AFNR (floriculture) businesses.</p>	<p>CH 18, <i>Sales</i></p>
<p>ABS.05.03. Assess marketing principles and develop marketing plans to accomplish AFNR (floriculture) business objectives.</p>	<p>CH 18, pg. <i>Marketing</i></p>
<p>ABS.05.03.01.b. Assess and select appropriate alternative marketing strategies (e.g. value-adding, branding, niche marketing, etc.) for AFNR (floriculture) businesses using established marketing principles</p>	<p>CH 18, ST 3</p>
<p>ABS.05.03.02.a. Research and categorize different strategies used in marketing programs for AFNR (floriculture) businesses (e.g., Internet, direct to customer, social media, etc.).</p>	<p>CH 09, pg. 237 ST 2 CH 09, pg. 238 SAE 1 CH 14, pg. 417 SAE 1 CH 15, pg. 447 SAE 3 CH 18, CA 3 CH 18, SAE 1</p>
<p>ABS.05.03.02.b. Compare and contrast the strategies of marketing for products and services used in AFNR (floriculture) businesses (e.g., direct marketing, commodities, etc.).</p>	<p>CH 09, pg. 237 ST 2 CH 09, pg. 238 SAE 1 CH 14, pg. 417 SAE 1 CH 15, pg. 447 SAE 3 CH 18, CA 3 CH 18, SAE 1</p>

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ABS.05.03.02.c. Devise plans to implement and evaluate marketing strategies for products and services used in AFNR (floriculture) businesses.	CH 09, pg. 237 ST 2 CH 09, pg. 238 SAE 1 CH 14, pg. 417 SAE 1 CH 15, pg. 447 SAE 3 CH 18, CA 3 CH 18, SAE 1
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