

## Purpose statement

The following purpose is for the **City & Guilds Level 5 Master Diploma in Professional Floristry (500/1292/7)**

Area	Description
OVERVIEW	
What does this qualification cover?	<p>The Level 5 Master Diploma in Professional Floristry is aimed at learners that wish to progress to a professional level within the floristry industry.</p> <p>It contains specialist skills and knowledge at a professional level and meets the completion requirements of the European Floristry design schema.</p> <p>The following areas are mandatory within this qualification:</p> <ul style="list-style-type: none"> <li>• Applied Botanical Concepts &amp; Practices for Floristry You will be expected to have prior knowledge of product identification, and this unit is intended to develop and test an extensive knowledge of a commercial product range including all items previously listed at levels 2, 3, and 4. In addition you should be able to identify the range of less common materials.</li> <li>• International studies for floristry</li> <li>• Floral event management</li> <li>• Business management for floristry: This unit encompasses customer care, staff supervision and staff training, security and a working knowledge of retail legislation. You will be able to develop skills in areas such as, maintain and evaluate systems for customer care, staff supervision, training, security and compliance with retail legislation.</li> <li>• Marketing and promotion management for floristry At level 5 learners are required to demonstrate the highest level of stretch and challenge in their designs and techniques. All of the techniques, styles and packaging materials must be covered at a level 5 at least once when completing following 4 units.</li> <li>• Professional floristry skills – tied designs</li> <li>• Professional floristry skills – wired and glued designs</li> <li>• Professional floristry skills – designs in mediums</li> <li>• Professional floristry skills – design innovations</li> </ul>

- Professional design innovations in floristry

The qualification is aimed at candidates that have completed a level 4 Higher Diploma in Floristry and are seeking progression to Level 5 in professional floristry.

You would not be able to progress directly from Level 3 to Level 5, as the suite of City & Guilds qualifications have been designed to build on the skills, knowledge and understanding through all of the levels to an industry recognised professional standard.

The qualification is designed to provide an industry recognised qualification at a specialist level, a competent workforce at level 5 a suitable qualification for progression into management roles.

#### WHAT COULD THIS QUALIFICATION LEAD TO?

Why choose this qualification over similar qualifications?

There are no other similar qualifications at this level.

Alternatives routes to achieve the same outcome?

There are no alternative routes to achieve the same outcome.

How this qualification supports the identified outcome(s)?

The Level 5 Master Diploma in Professional Floristry could help you get a job as a:

- Customer service manager
- Exhibition designer
- Professional florist
- Horticultural garden centre manager
- Interior designer.

After completing this qualification you might be interested in taking business management courses to help you run your own business.

#### WHO SUPPORTS THIS QUALIFICATION?

Employer

The British Florist Association.

Further information

For further information on the structure and the units that must be taken, please refer to the qualification handbook on the website:

<http://www.cityandguilds.com/qualifications-and-apprenticeships/land-based-services/floristry/0344-floristry#tab=documents>

