



## INTRODUCTION TO THE FLOOR COVERING INDUSTRY, TRENDS AND OPPORTUNITIES COURSE OBJECTIVES AND CURRICULUM

- **Course Objectives:** What should students know and be able to do by the end of the course?
  - Career path: retail sales, manufacturing representatives, wholesalers, estimating, inspectors, entrepreneurial opportunities.
  - Opportunities from 16 years up.
  - Understanding different types of flooring materials, padding, underlayment, and how flooring is constructed.
  - Knowing the environmental and sustainability impact of flooring choices.
  - History of the flooring business, complexity of industry.
  - Technical software advancements, customer relationship management (CRM) measuring, software designed to streamline operations for flooring stores.
  - Safety precautions.
  - Customer Service and Customer Management.
- **Learning Materials:**
  - Customer service book, Red Hot Customer Service.
  - Floor Covering Basics Manual.
  - Zoom Communication Platform.
  - Demonstration Videos.
- **Assessment Methods:** progress and understanding.:
  - Quizzes and exams.
  - Self-assessment.
  - Feedback on the course for effectiveness.
- **Certificate**
  - For students successfully completing the course.
- **Documentation:** Keep records of course materials, student work, and assessments for future reference and to demonstrate the course's effectiveness.
- **Feedback and Evaluation from students to improve.**
  - Additionally, evaluate the course's success in meeting its objectives.

Continuously gather feedback from students to improve the course.