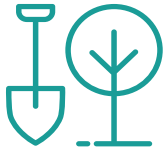


# Landscaper

## LEARNING OBJECTIVES



Everyone wants their own private outdoor oasis. Soothing waterfalls, luscious shrubbery, and green grass that feels soft and cool beneath bare feet—it's a homeowner's dream. But there's a lot to consider before just anyone with a shovel and a trowel starts tearing up their land: drainage, sunlight, structure, style, purpose ... all these elements (and more) play a crucial role in successful landscaping.

CareerStep's Landscaper course covers all the general knowledge, skills, and tools you'll need to dig in and start designing fabulous outdoor living areas that make any yard or public park feel like a small slice of paradise. We'll even walk you through the process of starting your own business as a professional landscaper.

## Landscaper Curriculum:

### Landscaping Design and Business Career Prep

- Discuss and review standard expectations of landscapers.

### Landscaping Industry Fundamentals

- Learn how and where you should focus your time to be successful as a landscaper.

### Design Tools Used In Landscaping

- Discuss the various options for creating and drafting design plans.

### Site Considerations

- Review the factors that impact what you can and can't do and any particular jobsite.

### Design Principles

- Discuss the four basic principles of design (proportion, order, repetition, and unity).
- Learn how each principle should factor into your designs.

### Landscape Project Proposals

- Review all the necessary information you'll need to include in each and every project proposal.

### Contracting

- Learn how to write a contract.

### Landscaping Tools & Safety

- Review the tools you'll use on each jobsite and discuss proper safety measures.

### Client Installations

- Learn about irrigation systems, water features, pools, and other installations you'll perform throughout your career.

### Project Maintenance

- Learn how to keep your projects running smoothly to hit deadlines.
- Discuss proper maintenance of installations like water features and drainage systems.

### Seasonal Landscaping Maintenance

- Learn how to keep your designs looking spectacular year-round.

### Landscaping Technology

- Discuss the technology you'll use and encounter as you start building a client base.

### Other Landscaping Applications

- Explore other traits and expectations of successful landscapers.

### Landscaping Design Career Prep Final Exam

## Become an Entrepreneur Curriculum:

### Course Introduction

- Discuss and outline course expectations.

### Entrepreneurial Pathways

- Learn how starting your own business gives you the chance to express your creativity and explore your specific passion.

# Landscaper

## LEARNING OBJECTIVES

### **Who are Your Customers?**

- Review audience segments and discuss what makes customers tick.

### **Integrated Marketing**

- Learn what you need to do to provide a seamless, consistent customer experience across multiple marketing channels.

### **Show Me the Money: Finding, Securing, and Managing It**

- Learn how to make, manage, and maintain a steady stream of income.

### **Leadership, Ethics, and Exits**

- Learn how to hire and train employees, and lead your business with integrity.

### **Final Exam**