

Header

Funeral Home Mgt. & Merch.

MORT2730 301

Instructor Information

Phone:
Email:
Office Location:
Office Hours
Best Time to Contact:

Course Description

Principles of funeral home management will be introduced including funeral home operations, management functions, current trends and computer applications. Buying/selling, pricing/displaying and features of merchandise will be studied.

Prereq: MORT 1100

Semester: Spring

Course Student Learning Outcomes

- Identify and differentiate the component parts of funeral merchandise, including materials, styles, finishes, dimensions and functions.
- Identify and discuss trends in funeral service.

- Identify and explain cremation merchandise.
- Identify operational procedures specific to a cemetery.
- Describe management functions as they relate to funeral service.
- Demonstrate proper communications with colleagues and sales representatives.
- Identify and compare effective personnel management styles.
- Evaluate sales and cash flow.
- Differentiate methods of price determination and price quotation.
- Identify factors and strategies for determining the firm's product mix.
- Compare and illustrate effective methods of merchandise display and presentation.
- Explain funeral service marketing and promotion principles.
- Outline the procedures for establishing and/or purchasing a funeral home.
- Outline disaster management procedures.
- Plan the goals and objectives of funeral service management.
- Identify the areas of management and discuss their significance in the operation of a funeral home.
- Identify and evaluate customer service techniques that facilitate professional communications with client families, clergy and the public.
- Employ concepts of funeral service management in relation to client-families, community, personnel, and professional associates.

Course Prerequisites

MORT 2400/2405; 2600/2605 and eligibility for graduation

Keys for Success (how to succeed in the course)

Attend class and be on time

Complete assignments on time

Discuss content and ask questions when you have them (participate in class!)

Effectively communicate with your cohort and your instructor

Required Text or Materials



Title: 21st Century Funeral Directing and Funeral Service Management

ISBN: 978-1-73448-050-4

Authors: Ralph L. Klicker

Publication Date: 2020-01-01

For more information on textbook accessibility, contact Accessibility & Disability Services



Class Schedule

Due Date	Assignment Name	Assignment Type	Points
	Lesson 1 - Casket Types & Composition - Recorded Lecture	Discussion	0
	Lesson 10 - Display of Merchandise	Discussion	0
	Lesson 10 - Display of Merchandise - Recorded Lecture	Discussion	0
	Lesson 11 - Selling Merchandise & Service	Discussion	0
	Lesson 11 - Selling Merchandise & Service - Recorded Lecture	Discussion	0

Due Date	Assignment Name	Assignment Type	Points
	Lesson 12 - Pricing of Merchandise	Discussion	0
	Lesson 12 - Pricing of Merchandise - Recorded Lecture	Discussion	0
	Lesson 13 - Evaluation of Sales - Recorded Lecture	Discussion	0
	Lesson 14 - Cemetery Management - Recorded Lecture	Discussion	0
	Lesson 15 - Functions & Concepts of Management - Recorded Lecture	Discussion	0
	Lesson 15 - Functions and Concepts of Management doc.	Discussion	0
	Lesson 16 - Human Resource Management	Discussion	0
	Lesson 16 - Human Resource Management - Recorded Lecture	Discussion	0
	Lesson 17 - Motivation and Associate Management	Discussion	0

Due Date	Assignment Name	Assignment Type	Points
	Lesson 17 - Motivation and Associate Management - Recorded Lecture	Discussion	0
	Lesson 18 - Marketing Management	Discussion	0
	Lesson 18 - Marketing Management - Recorded Lecture	Discussion	0
	Lesson 19 - Financial Management	Discussion	0
	Lesson 19 - Financial Management - Recorded Lecture	Discussion	0
	Lesson 20 - Facilities Management	Discussion	0
	Lesson 21 - Office Management	Discussion	0
	Lesson 22 - Operational Procedures	Discussion	0
	Lesson 23 - Trends in Funeral Service	Discussion	0
	Lesson 24 - Pet Disposition	Discussion	0

Due Date	Assignment Name	Assignment Type	Points
	Lesson 25 - Establishing a Funeral Service Business	Discussion	0
	Lesson 26 - Creating a Business Plan	Discussion	0
	Lesson 27 - Disaster Management	Discussion	0
	Lesson 3 - Casket Interiors	Discussion	0
	Lesson 4 - Casket Exteriors	Discussion	0
	Lesson 5 - Casket Styles and Designs	Discussion	0
	Lesson 6 - Casket Closure and Sizes - Recorded Lecture	Discussion	0
	Lesson 6 - Casket Closures and Sizes	Discussion	0
	Lesson 7 - Outer Burial Containers	Discussion	0
	Lesson 7 - Outer Containers - Recorded Lecture	Discussion	0
	Lesson 8 - Other Merchandise - Recorded Lecture	Discussion	0
	Lesson 9 - Purchasing Merchandise	Discussion	0

Due Date	Assignment Name	Assignment Type	Points
	Lesson 9 - Purchasing Merchandise - Recorded Lecture	Discussion	0
	Lessons 2-5 - Casket Components, Interiors, Exteriors, and Styles - Recorded Lecture	Discussion	0
	Suggestion Box	Discussion	0
1/9	Quiz #1 - Casket Composition	Quiz	10
1/16	Casket Parts- Worksheet	Assignment	50
1/18	Quiz #2 Vaults and Outer Containers	Quiz	10
1/18	Article Summary 1 - Caskets or Outer Containers	Assignment	20
1/18	Extra Credit Casket Parts Quiz	Assignment	0
1/18	Outer Container Chart	Assignment	15
1/29	Quiz #4 Casket Purchasing and Display	Quiz	10

Due Date	Assignment Name	Assignment Type	Points
2/1	Article Summary 2 - Purchasing, Pricing, Display of Merchandise, Sales, Evaluation of Sales, or Marketing Service	Assignment	20
2/6	Quiz #5 Pricing of Merchandise	Quiz	10
2/6	Article Summary 3 - Cemeteries	Assignment	20
2/13	Article Summary 4 - General Management Concepts	Assignment	20
2/13	Casket & Outer Container Price List	Assignment	100
2/15	Mid-Term Exam	Quiz	100
2/22	Article Summary 5 - Human Resource Management or Motivation	Assignment	20
3/19	Quiz #7 The Five Areas of Management	Quiz	10
3/19	Article Summary 6 - One of the Five Areas of Management	Assignment	20
3/26	Quiz #8 Trends and Technology	Quiz	10

Due Date	Assignment Name	Assignment Type	Points
3/26	Article Summary 7- Operational Procedures	Assignment	20
4/2	Article Summary 8 - Trends, Technology, or Pet Disposition	Assignment	20
4/11	Article Summary 9 - Purchasing or Selling a Business	Assignment	20
4/11	Business Plan Check In	Assignment	5
4/16	Business Plan- Bringing it all together	Assignment	200
4/18	Article Summary 10 - Leadership	Assignment	20
4/21	Extra Credit Opportunity- up to 15 points	Assignment	0
4/23	In Class Final	Assignment	25
4/25	Volunteer Points	Assignment	0
5/8	Attendance/Professio nalism- Updated Policy January 30, 2024	Assignment	30

Brief Description of Assignments/Exams

There will be quizzes, a mid-term and a final exam that will be composed of multiple-choice. The content will be derived from the textbook, lecture, and class discussions. The

exams for this course will assess your ability to recall some of the basic terms, concepts, and principles related to the course content. They will be related to the basic foundation of knowledge needed to begin thinking critically as a funeral service professional. Quizzes will be given in class and do have a time limit.

Assignments:

Article Summaries (10)

You are required to research and write about a particular subject listed for each assignment. Each summary will be due the date indicated.

Casket & Outer Container Price List

You and a partner are required to create a casket, and outer burial container price list used in the funeral service industry by gathering and comparing price lists used in funeral homes. The price list must comply with state and FTC requirements, including disclaimers. You must include a rationale for the merchandise you chose to include on the list plus a rationale for your pricing.

Business Plan

You and a partner will create a mini business plan including all of the aspects of funeral home management discussed throughout the semester. That will include price lists, management for all areas of the business, marketing and more. Details are all outlined in the assignment.

Assignments are to be completed on time. Homework turned in late will receive a zero. It is at the instructor's discretion to make exceptions in extenuating circumstances.

Grading Scale

The final grade for this course will be computed as follows:

100-95 = A

94-90 = A-

89-87 = B+

86-83 = B

82-80 = B-

79-78 = C+

77-75 = C

74-71 = C-

70-67 = D+

66-64 = D

63 and below =E

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following

link: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)

Additional Policies

Students are expected to be prepared, attend, and actively participate in all classroom, laboratory, clinical, and field trip activities. Attendance is vital to be successful in the SLCC Mortuary Science Program. Absences interfere with one's ability to meet required class /lab course objectives. Participation can only be attained by being present in class. Students can receive 150 participation points in each program course that meets twice a week and 75 participation points in each program course that meets once a week. Absences and tardies due to work obligations are not excused. A student will be marked tardy for being late to class or for returning late from a break. It is up to the instructor's discretion to excuse an absence or tardy and to determine if a student is sleeping.

Students start each Program course with full participation points and will receive deductions for the following violations.

Cell phones must be put away during class and may not be on the desk. Using a cell phone without instructor approval during class is prohibited and can result in your being asked to leave the class and being counted absent from the class. If you have an emergency and must use your cell phone, please exit the classroom.

Please review the student handbook for more information.