

Cape Cod Community College

Departmental Syllabus

Prepared by the Department of Funeral Service

Date of Departmental Approval: June 11, 2018

Date approved by Curriculum and Programs: June 19, 2018

Effective: Fall 2018

1. **Course Number:** FSR209
Course Title: Funeral Service Merchandizing and Management
2. **Description:** This course introduces the student to merchandising as it applies to the funeral profession. The curriculum is divided into two main sections. The first covers construction and features of caskets, outer burial containers, and other funeral related products. The second section examines specific areas of funeral service and management guidelines.
3. **Student Learning Outcomes** (instructional objectives, intellectual skills):
Upon successful completion of this course, students are able to do the following:
 - Identify funeral related merchandise, component parts, materials, functionality, marketability, and strategy for implementing a successful product mix.
 - Describe pricing strategies, product display techniques, presentation of merchandise and services.
 - Evaluate the impact of merchandizing strategies on sales.
 - Apply general management principles to funeral service operations.
 - Analyze trends in funeral service.
 - Develop an effective marketing plan for funeral service.
 - Demonstrate professionalism, preparation, knowledge, and effective sales presentation when working with clients.
4. **Credit(s):** 3 Credits
5. **Satisfies General Education Requirement:** No
6. **Prerequisite(s):** FSR129 (Funeral Directing I)
7. **Semester(s) Offered:** Spring
8. **Suggested General Guidelines for Evaluation:** Quizzes, examinations, project with presentation, role play
9. **General Topical Outline** (Optional):
 - Casket Construction
 - Closure Methods
 - Vaults
 - Cremation Merchandise
 - Cemeteries
 - Merchandising, Pricing, and Marketing
 - Product Display
 - Federal Trade Commission (FTC) Funeral Rule Compliance
 - Sales Analysis
 - Management Principles and Funeral Service Business Operations
 - Disaster Management in Funeral Service
 - Funeral Service Trends