

COURSE SYLLABUS

LAST REVIEW	Spring 2021
COURSE TITLE	Funeral Service Merchandising
COURSE NUMBER	MTSC 0212
DIVISION	Health Professions
DEPARTMENT	Mortuary Science
CIP CODE	12.0301
CREDIT HOURS	3
CONTACT HOURS/WEEK	Class: 3
PREREQUISITES	None
COURSE PLACEMENT	This course is part of a selective admission program. Students must be admitted to the Mortuary Science program to enroll in this course.

COURSE DESCRIPTION

This class is designed to introduce the funeral service student to the basic principles of 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 of the curriculum guidelines examines methods of pricing, display, presentation, and control of funeral merchandise.

PROGRAM LEARNING OUTCOMES

1. Explain the importance of funeral service professionals in developing relationships with families and communities they serve.
2. Identify standards of ethical conduct in funeral service practice.
3. Interpret how federal, state, and local laws apply to funeral service in order to ensure compliance.
4. Apply principals of public health and safety in handling and preparation of human remains.
5. Demonstrate technical skills in embalming and restorative art that are necessary for the preparation and handling of human remains.
6. Demonstrate skills required for conducting arrangements conferences, visitations, services, and ceremonies.
7. Describe the requirements and procedures for burial, cremation, and other accepted forms of final disposition of human remains.
8. Describe methods to address the grief-related needs of the bereaved.
9. Explain management skills associated with operating a funeral establishment.

10. Demonstrate verbal and written communication skills and research skills needed for funeral service practice.

TEXTBOOKS

<http://kckccbookstore.com/>

METHODS OF INSTRUCTION

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE

- I. Caskets
 - A. Wood
 - B. Metal
 - C. Polymer/Fiberglas

- II. Component Parts of the Casket
 - A. Shell
 - B. Body
 - C. Hardware
 - D. Interior
 - E. Exterior
 - F. Styles of Cap Opening
 - G. Shell Designs
 - H. Closure Methods

- III. Casket Sizes
 - A. Wood
 - B. Metal
 - C. Infant/Children's
 - D. Oversize

- IV. Outer Burial Containers
 - A. Vaults
 - B. Materials
 - C. Method of Closure
 - D. Dimensions

- V. Grave Liners
 - A. Purpose
 - B. Material
 - C. Types

- VI. Cemetery Merchandise and Property
 - A. Monuments
 - B. Markers
 - C. Memorials
 - D. Styles
 - E. Parts
 - F. Materials

- VII. Mausoleum or Columbarium
 - A. Public
 - B. Private

- VIII. Cemetery Property
 - A. Section
 - B. Block
 - C. Lot

- IX. Cremation Merchandise
 - A. Containers used for Cremation
 - B. Alternative Container
 - C. Post Cremation Containers

- X. Other Merchandise Items
 - A. Burial Garments
 - B. Flowers
 - C. Sending Items

- XI. Merchandising
 - A. Purchase
 - B. Pricing
 - C. Price Quotation
 - D. Cash Advance Items
 - E. Price Determination

- XII. Display
 - A. Merchandise Selection
 - B. Arrangement of Merchandise

- XIII. Sale of Merchandise
 - A. Pre-Selection Room Procedures
 - B. Selection Room Procedures
 - C. Post-Selection Room Procedures
 - D. Evaluation of Sales
 - E. Inventory

COURSE LEARNING OUTCOMES

Upon successful completion of this course, the student will:

- A. Demonstrate a knowledge of funeral merchandise to facilitate communications with colleagues, sales representatives and the public.
- B. Describe the difference between caskets, coffins, and other alternative containers.
- C. Identify the component parts of funeral merchandise.
- D. Identify methods of determining and quoting merchandising.
- E. Demonstrate an understanding of effective methods of merchandise display.
- F. Describe techniques used for effective presentation of merchandise.
- G. Identify the different pricing methods.
- H. Explain a basic understanding of cremation.
- I. Identify the different types of cremation urns.

ASSESSMENT OF COURSE LEARNING OUTCOMES

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

COLLEGE POLICIES AND PROCEDURES

Student Handbook

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

College Catalog

<https://www.kckcc.edu/academics/catalog/index.html>

College Policies and Statements

<https://www.kckcc.edu/about/policies-statements/index.html>

Accessibility and Accommodations

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.