

**UNIVERSITY COLLEGES OF TECHNOLOGY
STATE UNIVERSITY OF NEW YORK
CANTON**



COURSE OUTLINE

FSAD 322 Funeral Home Management II

Prepared by: David R. Penepent,

**SCHOOL OF SCIENCE, HEALTH & CRIMINAL JUSTICE
Funeral Services Administration Program**

Revised 4/30/2015

FSAD 322 Funeral Home Management II

- A. TITLE:** Funeral Home Management II
- B. COURSE NUMBER:** FSAD 322
- C. CREDIT HOURS:** 3
- D. WRITING INTENSIVE COURSE:** No
- E. WEEKS PER SEMESTER:** 15
- F. SEMESTER(S) OFFERED:** Spring
- G. HOURS OF LECTURE:** 3/week
- H. CATALOG DESCRIPTION:**
 This course addresses the practical problems facing funeral managers in contemporary society such as marketing strategies, pricing methods, creative personnel management, alternative memorial activities, prearrangement sales, financial assessment techniques, aftercare, transition planning, expansion of facilities, and establishment of consortia of funeral homes. Recruitment and training of non-licensed staff, compliance methods, salary incentives, and record keeping which meet legal requirements are included as well. The student will study a particular aspect of the management of the funeral home at which they work as a special project.
- I. PRE-REQUISITES:** FSAD 214 Funeral Home MGT I and BSAD 100 Introduction to Business
- J. OBJECTIVES:** Upon completion of this course, the students will:

Course Objectives	Institution SLOs
1. Develop a brand of funeral services that meets the needs of the consumer before, during and after the death event.	1. Communications Skills, 2. Critical Thinking 3. Interpersonal Skills 4. Professional Competence
2. Develop an effective advertising program that markets an aftercare program for a funeral home	1. Communications Skills, 2. Critical Thinking 3. Interpersonal Skills
3. Create a job description for a specific position as part of a comprehensive personnel program.	1. Communication 4. Professional Competence
4. Describe the elements of Servant Leadership and how the principles apply to funeral directing.	1. Communications Skills, 2. Critical Thinking 3. Interpersonal Skills
5. Create a Mission Statement, Goals, and Values unique to a brand of funeral service.	1. Communications Skills, 2. Critical Thinking 3. Interpersonal Skills
6. Create a customer survey that evaluates customer feedback.	1. Communication Skills 2. Critical Thinking 3. Interpersonal Skills

K. TEXTS:

Frick, D. (2013). Implementing Servant Leadership: Stories from the field. Publishers Express Press, Ladysmith: Wisconsin.

L. REFERENCES:

M. EQUIPMENT: Computer with Windows 98© or better

N. GRADING METHOD: A – F.

O. EVALUATION CRITERIA/METHODS

Discussion, quizzes, major projects, weekly webinars. A grade of “C” or better must be obtained in this course.

P. DETAILED TOPICAL OUTLINE

- I. Funeral Service Marketing
 - A. Advertising
 - B. Public Relations
 - C. Publicity
- II. Assessment of a Funeral Homes Financial Condition
 - A. Necessary Accounting Forms
 - B. Necessary Record Keeping
 - C. Computer based programs specific to funeral homes
- III. Human Resources
 - A. Recruitment
 - B. Financing
 - C. Personnel development
 - D. Evaluations
 - E. Counseling – monitoring - coaching
- IV. Succession Planning
 - A. Funeral Home valuation
 - B. Selling a Funeral Home
 - C. Succession planning for families
 - D. Acquisition companies
 - E. Acquisition consultants
 - F. Different payment options
- V. Funeral Home Expansion
 - A. When to expand your business
 - B. Remodel/expand present facility
 - C. Purchasing an operating funeral home
 - D. Building a new funeral home
- VI. Personalization
 - A. Do it yourself
 - B. Purchase materials
 - C. Audio visual
 - D. Printed material

- E. Internet options
- VII. After care
 - A. Do it yourself options
 - B. Purchasing material already created
 - C. Informational option
 - D. Support group option
 - E. Grief counseling option
 - F. After care vs. sales objective