MASTER SYLLABUS

FSAD 322 – Funeral Home Management II

CIP Code:

(12.0302) Funeral Direction/Services

Created by: David R. Penepent. PhD
Updated by: October 25, 2023

School of Science, Health and Criminal Justice
FUNERAL SERVICES ADMINISTRATION
Spring 2025
A. TITLE: Funeral Home Management II

B. COURSE NUMBER: FSAD 322

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

   # Credit Hours: 3
   # Lecture Hours _3_ per Week
   # Lab Hours _0_ Week
   Other _0_ per Week

   Course Length: 15 Weeks

D. WRITING INTENSIVE COURSE: No

E. GER CATEGORY: None

F. SEMESTER(S) OFFERED: Spring

G. COURSE DESCRIPTION:

   Students will work together in a group to address practical problems facing funeral managers in contemporary society, such as marketing strategies, pricing methods, creative personnel management, alternative memorial activities, financial assessment techniques, aftercare, expansion of facilities space, and the establishment of a consortia of funeral homes. The student will study a particular aspect of funeral home management as it relates to marketing their services to meet the consumer’s current needs.

H. PRE-REQUISITES: FSAD 214 Funeral Home Management I and BSAD 100 Introduction to Business

   CO-REQUISITES: None
I. STUDENT LEARNING OUTCOMES:
Upon completion of this course, the student will:

<table>
<thead>
<tr>
<th>Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcomes [PSLO]</th>
<th>Institutional Student Learning Outcomes [ISLO]</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. As a team effort, develop a bereavement aftercare program, marketing plan, employee manual and quantitative instrument that analyzes and evaluates customer satisfaction.</td>
<td>2.1.9 Explain management skills associated with operating a funeral establishment.</td>
<td>1. Communication Skills - Written</td>
</tr>
<tr>
<td>2.1.9 Explain management skills associated with operating a funeral establishment.</td>
<td>2. Critical Thinking- Inquiry and Analysis</td>
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<td>4. Social Responsibility - Teamwork</td>
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J. APPLIED LEARNING COMPONENT: Yes______  No______

If Yes, select one or more of the following categories:

- Classroom/Lab___
- Internship___
- Clinical Practicum___
- Practicum___
- Service Learning___
- Community Service___
- Civic Engagement___
- Creative Works/Senior Project___
- Research___
- Entrepreneurship___
- (program, class, project)

K. TEXTS:


L. REFERENCES: None

M. EQUIPMENT: Microsoft Word or comparable software. Internet access is required.
N. GRADING METHOD: A – F

Your final grade will be calculated based on the following grading scheme:

**NOTE: ALL FUNERAL SERVICE REQUIRED CORE COURSES A “C” OR HIGHER IS NEEDED TO PASS**

<table>
<thead>
<tr>
<th>From %</th>
<th>To %</th>
<th>Letter grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>92.0</td>
<td>A</td>
</tr>
<tr>
<td>91.9</td>
<td>87.0</td>
<td>B+</td>
</tr>
<tr>
<td>86.9</td>
<td>83.0</td>
<td>B</td>
</tr>
<tr>
<td>82.9</td>
<td>79.0</td>
<td>C+</td>
</tr>
<tr>
<td><strong>78.9</strong></td>
<td><strong>76.0</strong></td>
<td>C</td>
</tr>
<tr>
<td>75.9</td>
<td>69.0</td>
<td>D+ Required to retake the course</td>
</tr>
<tr>
<td>68.9</td>
<td>60.0</td>
<td>D Required to retake the course</td>
</tr>
<tr>
<td>59.9</td>
<td>0</td>
<td>F Required to retake the course</td>
</tr>
</tbody>
</table>

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

- Assignments 50%
- Midterm 25%
- Final Exam 25%

Once enrolled in the Funeral Services Administration program, students must complete the course of study within six (6) years. FSAD courses that are (6) years or older must be retaken because the American Board of Funeral Service Education revises the course outlines every seven years.

P. DETAILED COURSE OUTLINE:

- I. Funeral Service Marketing
  - A. Advertising
  - B. Public Relations
  - C. Publicity
- II. Human Resources Management
  - A. Recruitment
  - B. Financing
  - C. Personnel development
  - D. Employee Manual
  - E. Evaluations
  - F. Counseling – monitoring - coaching
- III. Customer Satisfaction
  - A. Quantitative and Qualitative Surveys
  - B. Cover letter
  - C. Memorial Card
IV. 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

V. Personalization & Memorialization

VI. After care
   A. Creating a Memorial Service for the Bereaved
   B. Support group option
   C. Grief counseling option

Q. LABORATORY OUTLINE: None