

Piedmont Technical College Course Syllabus

COURSE INFORMATION

Course Prefix/Number: FSE 210

Title: Funeral Service Management and Merchandising

Responsible Division: Business Technology, Public Service & Commercial Arts

Last Day to Withdraw from this Course: For the last date to withdraw from this course, consult the current *Student Calendar*.

Course Description:

For course, credit hour, pre-requisite(s) and co-requisite(s) information, visit the Detailed Course Information page: www.ptc.edu/courses/FSE210

Textbook and Other Materials:

For textbook information and additional required and/or supplemental materials, visit the [college bookstore](http://www.ptc.edu/bookstore) (www.ptc.edu/bookstore).

Proctored Examinations:

Proctored examinations for distance learning courses taken at non-PTC campuses may require a proctoring fee for each exam taken.

COURSE POLICIES

Course policies are available online through the *Academic Catalog* and *Student Handbook*. Visit the [Course Policies page](http://www.ptc.edu/syllabus/policies) (www.ptc.edu/syllabus/policies) for a detailed list of important policies and more information.

GRADE POLICY

Detailed grading policy information can be found on the [Grading Policy webpage](http://www.ptc.edu/grading-policy) (http://www.ptc.edu/grading-policy). Final grade appeal information is available in the [Academic Catalog](http://www.ptc.edu/catalog/) (http://www.ptc.edu/catalog/).

ACCOMMODATIONS

Accommodations for ADA:

Information is available on the [Student Disability Services webpage](http://www.ptc.edu/ada) (<http://www.ptc.edu/ada>).

TITLE IX HARASSMENT AND SEXUAL ASSAULT INFORMATION

In accordance with Title IX of the Education Amendments of 1972, Piedmont Technical College does not discriminate on the basis of sex in its education programs or activities. Title IX protects students, employees, and applicants from sex discrimination in admissions and employment to include discrimination based on gender identity or failure to conform to stereotypical notions of masculinity or femininity. More information regarding Title IX, including contact information for the Title IX coordinators, is available at [Title IX Harassment and Sexual Assault Information](https://www.ptc.edu/about/legal-disclosures/title-ix-harassment-and-sexual-assault-information) (<https://www.ptc.edu/about/legal-disclosures/title-ix-harassment-and-sexual-assault-information>).

RATIONALE

Why do I need this course?

An important part of the funeral service profession is tied to the how businesses are maintained and managed. This course prepares the student to better understand this business side by becoming familiar with funeral merchandise and management.

PROGRAM INFORMATION

For program information including required courses, program learning outcomes, gainful employment information and advisement information, refer to the Academic Program webpage. Go to [Academics](http://www.ptc.edu/academics) (<http://www.ptc.edu/academics>), select your program, and then select Credentials Offered.

COURSE STUDENT LEARNING OUTCOMES

Upon successful completion of this course and/or clinical, each student will be able to:

- Identify funeral merchandise to facilitate communications with colleagues, sales representatives and the public.
- Identify the component parts of funeral merchandise, including materials used, styles, finishes, dimensions and functions.
- Explain conceptual and practical knowledge of factors and strategies for determining the firm's product mix.
- Explain the difference between methods of price determination and price quotation.
- Identify the knowledge of effective methods of merchandise display.
- Demonstrate techniques for the effective presentation of merchandise and services.
- Explain the importance of monitoring and evaluating sales.

GENERAL EDUCATION COMPETENCIES

Piedmont Technical College General Education Competencies for All Graduates:

This course may address one or more of the following General Education Competencies (assessment will be stated when applicable):

Communicate effectively.

Assessment:

In order to work at a funeral home and serve families, one must be prepared to explain the merchandise offered by a funeral home and have a working knowledge of what is being sold. Students will be required, through a video or similar means, to navigate and explain their way through a funeral home merchandising room.

Apply mathematical skills appropriate to an occupation.

Assessment:

This course required the student to be familiar with some basic accounting functions, such as, knowing how to find the mode, median or mean numbers as they related to funeral merchandise.

Employ effective processes for resolving problems and making decisions.

Assessment:

N/A

Demonstrate the basic computer skills necessary to function in a technological world.

Assessment:

Students will be required to complete/submit all assignments and tests online.

To validate proficiency in the general education competencies, students in some programs will be tested using Work Keys.