

MORS 132
Mortuary Management II
3 Credits (3 Lecture hours)

Community College of Baltimore County
Common Course Outline

Description

MORS 132 – Mortuary Management II: examines funeral merchandising and funeral service management; covers intraprofessional relationships, arrangement contracts, correct retailing procedures, public relations, funeral merchandising, reputable business practices while serving the public in a professional and ethical manner, and the basic principles of merchandising as it applies to the funeral profession.

Pre-requisites: MORS 131 with a grade of "C" or better

Overall Course Objectives

Upon completion of this course, students will be able to:

1. communicate with colleagues, sales representatives, and the public about funeral merchandise;
2. discuss the component parts of funeral merchandise, including materials used, component parts styles, finishes, dimensions and functions;
3. demonstrate conceptual and practical knowledge of factors and strategies for determining the firm's product mix;
4. establish methods of price determination and price quotation;
5. demonstrate effective methods of merchandise display;
6. utilize techniques for the effective presentation of merchandise and services;
7. recognize the importance of monitoring and evaluating sales;
8. identify the goals and objectives of funeral service management;
9. describe management functions as they relate to funeral service;
10. discuss concepts of funeral service management as related to client-families, community, personnel (staff), and professional associates;
11. identify the five areas of management and discuss their significance;
12. demonstrate appropriate operational procedures specific to funeral service;
13. discuss procedures related to disaster management; and
14. identify trends in funeral service.

Major Topics

- I. Caskets
 - a. Distinguish between the terms casket and coffin
 - b. Materials used in casket shell construction
 - c. Component parts of the casket (as appropriate to casket style)
 - d. Casket exteriors
 - e. Styles of cap opening

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- f. Shell designs
 - g. Closure methods
 - h. Casket sizes
 - i. Infant and children's caskets
- II. Outer burial containers
 - a. Vaults
 - b. Grave liners
- III. Cremation Merchandise
 - a. Containers used for cremation
 - b. Containers for cremated remains
 - c. Other cremation merchandise
- IV. Other containers
 - a. Transfer containers
 - b. Alternative containers
 - c. Combination units
- V. Other merchandise items
 - a. Burial garments
 - b. Flowers
 - c. Sundry items
- VI. Cemetery Merchandise and Property
 - a. Monuments/markers/memorials
 - b. Mausoleum or Columbarium
 - c. Cemetery and/or Memorial Park Property
- VII. Merchandising
 - a. Purchase
 - b. Pricing
 - c. Display
 - d. Sale of merchandise
 - e. Evaluations of sales
 - f. Inventory
- VIII. Merchandising Service
 - a. Recognize the funeral as an experience of value
 - b. Consider service as a separate product to be merchandised
 - c. Evaluate market forces
 - d. Provide levels of service to satisfy your firm's position in the marketplace
 - e. Coordinate pricing philosophy for service and merchandise
- IX. Funeral service management
 - a. Primary objective: fulfilling the needs of client-families and the community resulting from death
 - b. Secondary objectives: ensuring that funds are available
 - c. Long term versus short term objectives
- X. Functions of management as related to funeral service
 - a. Planning
 - b. Organizing
 - c. Directing
 - d. Evaluating
- XI. Concepts of management as related to funeral service
 - a. With respect to client-families and the community

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- b. With respect to personnel (staff)
 - c. With respect to the manager
 - d. With respect to professional associates
- XII. Areas of management
- a. Human resources Management (Personnel Management)
 - b. Financial Management
 - c. Marketing management
 - d. Facilities Management
 - e. Office Management
- XIII. Operational procedures specific to funeral service
- a. Receiving notification of death
 - b. Transfer of remains
 - c. Preparation of remains
 - d. Arrangement conference
 - e. Systemic follow-up of funeral arrangement details
 - f. Dressing, casketing, and preparing the deceased for visitation or viewing
 - g. Receiving visitors
 - h. Preparation and direction of the funeral
 - i. Post need services (Aftercare; follow-up services)
- XIV. Disaster procedures
- a. Role of funeral service personnel
 - b. Types of disaster
 - c. General concerns that arise relative to disasters
 - d. Federal, state, and local concerns
- XV. Trends in funeral service
- a. Population and death projections
 - b. Where deaths will occur
 - c. Changes in the traditional family unit
 - d. Religion and the clergy
 - e. Increase in alternative forms of disposition
 - f. Changes in merchandise and alternatives to traditional merchandise
 - g. Regulatory issues
 - h. Better educated consumer
 - i. Personnel recruitment and retention
 - j. Diversity in funeral service employment
 - k. Improved funeral home operating efficiency
 - l. Computerization
 - m. Growth in pre-need service and pre-financing
 - n. Funeral home as a resource center
 - o. Aftercare services
 - p. Impact of acquisition companies
 - q. Immigration factors
 - r. Continuing education for funeral service
 - s. Consumers' changing attitudes relative to funeralization
 - t. Alternative distribution channels for funeral service

Course Requirements

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Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- Final examinations in all Mortuary Science classes will be comprehensive. There will be no extra credit given in any Mortuary Science Class.

A = 92 – 100	Test I	25%
B = 85 – 91	Test II	25%
C = 78 – 84	Test III	25%
D = 70 – 77	Comprehensive Final	<u>25%</u>
F = 0 – 69		100%

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

Other Course Information

This course is a requirement for an Associate in Applied Science in the Mortuary Science Curriculum, which, in the State of Maryland, is required to sit for the National Board Examination (NBE). The NBE is implemented by the International Conference of Funeral Service Examining Boards (www.CFSEB.org). The Mortuary Science Program is statewide designated by the Maryland State Board of Higher Education and is nationally accredited by the American Board of Funeral Service Education (www.CFSEB.org).

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Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.

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