

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



MASTER SYLLABUS

FSAD 322 – Funeral Home Management II

CIP Code:

(12.0302) Funeral Direction/Services

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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:

Student Learning Outcome [SLO]	Program Student Learning Outcomes [PSLO]	Institutional Student Learning Outcomes [ISLO]
1. As a team effort, develop a bereavement aftercare program, marketing plan, employee manual and quantitative instrument that analyzes and evaluates customer satisfaction.	2.1.9 Explain management skills associated with operating a funeral establishment.	1. Communication Skills - Written 2. Critical Thinking- Inquiry and Analysis 4. Social Responsibility - Teamwork

J. APPLIED LEARNING COMPONENT: Yes _____ No X _____

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:

Klicker, R. L. (2020). *21st century funeral directing and Funeral Service Management*. Thanos Institute.

Penepent, D.R. (2024). *A complete guide to the arts section of the National Board Exam for funeral services: Revised edition*. Anubis Publication Inc.

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

From %	To %	Letter grade
100	92.0	A
91.9	87.0	B+
86.9	83.0	B
82.9	79.0	C+
78.9	76.0	C
75.9	69.0	D+ Required to retake the course
68.9	60.0	D Required to retake the course
59.9	0	F Required to retake the course

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