COURSE NO., HOURS, TITLE: MSFS 352-3 Mortuary Merchandising and Marketing

PROGRAM MISSION STATEMENT:

The mission of the Mortuary Science and Funeral Service program is to challenge students to achieve academic and professional excellence; prepare students to acquire entry level positions in the funeral service profession; provide quality instruction and stay current with trends of the profession; cultivate and maintain excellent relations with local, state, and national organizations; enhance university and community relations; and work toward the continued improvement of the Mortuary Science and Funeral Service program as an ongoing process.

COURSE DESCRIPTION:

The student will learn product knowledge and techniques for merchandising funeral goods. Topics of discussion will include: burial garments; caskets; vaults; urns; cemeteries; manufacturers; and new funeral merchandise and that of the future. In addition, students will learn small business marketing techniques applied to the funeral profession. Lecture three hours. Prerequisite: MSFS 351.

LECTURE HOURS: August 22, 2015 – December 13, 2015

COURSE OBJECTIVES:

At the conclusion of a course of study in Funeral Merchandising the student should be able to:

1. Demonstrate knowledge of funeral merchandise to facilitate communications with colleagues, sales representatives and the public;

2. Understand 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 an understanding of effective methods of merchandise display;

6. Utilize techniques for the effective presentation of merchandise and services, and

7. Recognize the importance of monitoring and evaluating sales.
TEXTBOOK:


INSTRUCTOR: Abel G. Salazar

OFFICE HOURS: Monday, Wednesday, Friday 10:00 a.m. - 12:00 a.m.
Others by appointment.
Room 126A-Applied Sciences and Arts
Phone: 453-8288
E-Mail: salazar@siu.edu

GRADES:

Grades will be determined on a percentage basis as applied to the total number of possible points accumulated throughout the semester. The percentage breakdown is as follows:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>92 to 100%</td>
<td>A</td>
</tr>
<tr>
<td>83 to 91%</td>
<td>B</td>
</tr>
<tr>
<td>75 to 82%</td>
<td>C</td>
</tr>
<tr>
<td>74 ≤</td>
<td>F</td>
</tr>
</tbody>
</table>

EXAMINATIONS & QUIZZES:

There will be three exams given during the semester. Make up exams are generally NOT PERMITTED. A comprehensive final exam will be given at the end of the semester and will follow the final exam schedule set by the University.

Quizzes may be given without previous notice and will not be made up under any circumstances.

During the semester there may be assignments that are to be completed. All assignments must be completed and turned in on or before the due date. All assignments must be typed; double space, with 1 inch margins, and have a cover page unless other parameters are given.

FINAL EXAMINATION: will be posted and opened for you to take on Monday, December 7, 2015 and will be up to take until Thursday DECEMBER 11, 2015. You only have one chance to take the exam.

*Changes may be made to this syllabus during the semester, as needed at the instructor’s discretion.*