COURSE NO., HOURS, AND TITLE: MSFS 352-3 Funeral Service Merchandising and Marketing

LECTURE: MWF 10:00-10:50 PM, ASA Room 214

COURSE DESCRIPTION:
The student will learn the fundamentals of merchandising, product mix and pricing of funeral service merchandise. (i.e. caskets, burial vaults, urns, etc.) Other topics include developing a funeral home marketing plan and applying small business marketing techniques to funeral homes. Lecture three hours. Prerequisite: MSFS 351.

PREREQUISITE TO: None

COURSE OBJECTIVES:
Upon satisfactory completion of this course, the student shall 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.

TOPICAL OUTLINE:

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<tr>
<th>Topics</th>
<th>Percentages of Time</th>
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<tbody>
<tr>
<td>I. Review funeral industry</td>
<td>10%</td>
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<tr>
<td>II. Caskets and Urns</td>
<td>25%</td>
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<td>III. Outer burial containers</td>
<td>10%</td>
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<tr>
<td>IV. Burial garments, Mementos, Floral Merchandise, and other</td>
<td>5%</td>
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<td>V. Merchandise Presentation</td>
<td>20%</td>
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<td>VI. Direct and Indirect Sales Approach</td>
<td>10%</td>
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<tr>
<td>VII. Inventory and Sales: Balance Line Formula, Rolling Stock, Sales, and Market</td>
<td>10%</td>
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</tbody>
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TEXTBOOK:
Required:
Instructor:
Mr. Anthony Fleege
Office #: ASA 116 Tel: 453-5698
e-mail: splash@siu.edu
Office Hours:  M 9-10
               T 9-11
               MWF 9-11
               And by Appointment.

GRADING:

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<thead>
<tr>
<th>Points</th>
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<tbody>
<tr>
<td>First exam</td>
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<tr>
<td>Second exam</td>
<td>100</td>
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<tr>
<td>Final exam</td>
<td>100</td>
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<td>Assignments</td>
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<td>Quizzes</td>
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<tr>
<td>Final project</td>
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<td>Total</td>
<td>500</td>
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A=92-100%
B=83-91%
C=75-82%
F=74% or below

Attendance:

Class attendance is mandatory and will be taken at the beginning of each class period. Students are expected to attend class and be punctual, showing up late will be regarded as an absence. Attending class means staying awake, paying attention, not interrupting class, not cursing or being disruptive, and not disturbing the instructor or other students. Failure to follow any of these guidelines will result in dismissal from that class session and loss of attendance. You will be given 3 absences without penalty-each absence after that will be 10 points deducted from your final grade. Attending class means staying awake, paying attention, not interrupting class, not doing other class work and not disturbing the instructor or other students. **Cell phone usage is prohibited in the classroom.** If your cell phone rings or you take a call during class you will be asked to leave and will be counted absent for the day. Cell phones are very disruptive and are to be turned off and put away during class. There will no longer be texting, social media and internet browsing during class **UNDER NO CIRCUMSTANCES.** There is nothing so important that it can’t wait until after your learning experience! If you have an extenuating circumstance where you have to take a call during class, let the instructor know in advance and answer the phone in the hall, quietly excusing yourself. Failure to follow any of these guidelines will result in dismissal from that class session and loss of attendance. Questions concerning appropriate classroom behavior should be referred to the SIU Student Code of Conduct.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. **It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.** The building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

Time of final exam - Wed., Dec 14th, 10:15am-12:15pm

**Note:** Changes may be made to this syllabus during the semester, at the discretion of the instructor as needed.
IMPORTANT DATES *

Semester Class Begins: ..........................08/22/2016
Last day to add full-term course (without Dean’s signature): ......08/28/2016
Last day to withdraw from the University with a full refund: .......09/02/2016
Last day to drop a full-term course for a credit/refund: ...........09/04/2016
Deadline to apply to graduate at the end of this term: ...............09/16/2016
Last day to drop a full-term course (W grade, no refund): ..........10/30/2016
Final examinations: ......................................12/12–12/16/2016
Commencement: ...........................................12/17/2016

Note: For more detailed information on the above deadlines, please visit http://registrar.siu.edu/calendars. For add/drop dates that apply to shorter-than-full-term courses, please look at the Schedule of Classes search results at http://registrar.siu.edu/schedclass/index.php

FALL SEMESTER HOLIDAYS
Labor Day Holiday 09/05/2016
Fall Break 10/08—10/11/2016
Veterans Day Holiday 11/11/2016

WITHDRAWAL POLICY ~ Undergraduate only

Students who officially register for a session must officially withdraw from that registration in a timely manner to avoid being charged as well as receiving a failing grade for those classes. An official withdrawal must be initiated by the student, or on behalf of the student through the academic unit, and be processed by the Registrar’s office. For the proper procedures to follow when dropping courses and when withdrawing from SIU visit: http://registrar.siu.edu/students/withdrawal.php

INCOMPLETE POLICY~ Undergraduate only

An INC grade may be assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments for the course. An INC must be changed to a completed grade within one full semester (undergraduates), and one full year (graduate students), from the close of the term in which the course was taken or graduation, whichever occurs first. Should the student fail to complete the remaining course requirements within the time period designated, the incomplete will be converted to a grade of F and such grade will be computed in the student's grade point average. For more information visit: http://registrar.siu.edu/grades/incomplete.php

REPEAT POLICY

An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit more than once. For students receiving a letter grade of A, B, C, D, or F, the course repetition must occur at Southern Illinois University Carbondale. Effective for courses taken Summer 2013 or later, only the most recent (last) grade will be calculated in the overall GPA and count toward hours earned.

This policy will be applied to all transferrable credit in that only the last grade will be used to calculate grade point average. Only those courses taken at the same institution are considered repeats under this policy. See full policy at http://registrar.siu.edu/students/repeatclasses.php

GRADUATE POLICIES

Graduate policies often vary from Undergraduate policies. To view the applicable policies for graduate students, please refer to the graduate catalog at http://gradschool.siu.edu/about-us/grad-catalog/

DISABILITY POLICY

Disability Support Services provides the required academic and programmatic support services to students with permanent and temporary disabilities. DSS provides centralized coordination and
referral services. To utilize DSS services, students must contact DSS to open cases. The process involves interviews, reviews of student supplied documentation, and completion of Disability Accommodation Agreements.
http://disabilityservices.siu.edu/

PLAGIARISM
Student Conduct Code http://srr.siu.edu/student-conduct-code/

SAFETY AWARENESS FACTS AND EDUCATION
Title IX makes it clear that violence and harassment based on sex and gender is a Civil Rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here:
http://safe.siu.edu

SALUKI CARES
The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. For Information on Saluki Cares: call(618) 453-1492, email siucares@siu.edu, or http://salukicares.siu.edu/

SIU’s EARLY WARNING INTERVENTION PROGRAM (EWIP)
Students enrolled in courses participating in SIU’s Early Warning Intervention Program might be contacted by University staff during a semester. More information can be found at the Core Curriculum’s Overview webpage:
http://corecurriculum.siu.edu/program-overview/

EMERGENCY PROCEDURES
We ask that you become familiar with Emergency Preparedness @ SIU. Emergency response information is available on posters in buildings on campus, on the Emergency Preparedness @ SIU website, and through text and email alerts. To register for alerts visit:
http://emergency.siu.edu/

STUDENT MULTICULTURAL RESOURCE CENTER
The Student Multicultural Resource Center serves as a catalyst for inclusion, diversity and innovation. As the Center continues its work, we are here to ensure that you think, grow and succeed. We encourage you to stop by the Center, located in Grinnell Commons, to see the resources available and discover ways you can get involved on the campus. Visit us at http://inclusiveexcellence.siu.edu/

LEARNING AND SUPPORT SERVICES
Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website:
Tutoring: http://tutoring.siu.edu/
Math Labs  http://math.siu.edu/courses/course-help.php

WRITING CENTER
The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit:  http://write.siu.edu/

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY
Our office’s main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. For more information visit: http://diversity.siu.edu/

MILITARY COMMUNITY
There are complexities of being a member of the military community and also a student. Drill schedules, calls to active duty, complications with GI Bill disbursement, and other unforeseen military and veteran related developments can complicate academic life. If you are a member of the military community and in need of accommodations please visit Veterans Services at http://veterans.siu.edu/

Additional Resources:
ADVICE:  http://advisement.siu.edu/
SIU ONLINE:  https://online.siu.edu/
SALUKI SOLUTION FINDER: http://solutionfinder.siu.edu/
MORRIS LIBRARY HOURS: http://libguides.lib.siu.edu/hours

Fall 2016 R. O’Rourke