

All Fields Report

Basic Course Information	
College	Cañada College
Discipline	FSE.-Funeral Service Education
Course Number	230
Full Course Title	Merchandising in the Funeral Service Industry
Catalog Course Description	This course introduces merchandising as it applies to the funeral service profession. The curriculum is divided into two main sections. The first covers construction and features of caskets, outer burial containers, and other funeral-related products. The second section examines methods of pricing, display, presentation, and control of funeral merchandise.
Class Schedule Course Description	This course introduces funeral service merchandising. Topics include caskets, outer burial containers, other funeral-related products, pricing, display, presentation, and control of funeral merchandise.
Proposal Information	
Proposed Start	Year: 2021 Semester: Fall
Proposed Curriculum Committee Meeting Date:	11/13/2020
Deadline for submission to Dean's Queue:	10/08/2020
Deadline for submission of curriculum proposal to the Technical Review Committee:	10/20/2020
Proposal Origination Date:	04/10/2020
Justification For Board Report OR Curriculum Inventory update:	<p>1. For NEW Courses: Provide a brief justification statement describing the need for the course, its place in the curriculum, and pertinent information such as the role of advisory committees. New courses require approval of the SMCCCD Board of Trustees. The justification statement will be included on the annual Curricular Board report. Use complete sentences and present tense.</p> <p>2. For all types of Course MODIFICATIONS (modifications, banking, deletions and reactivations): Provide a brief justification statement describing the need for the change. The justification statement will be used for course updates in the State Curriculum Inventory as necessary. Use complete sentences and present tense.</p> <p>Course content is required by the American Board of Funeral Service as described in the ABFSE Funeral Merchandising outline and provides the student with an understanding of the terminology associated with funeral products, the components of differing funeral products, the ability to evaluate product offerings. The course also introduces various display options that are used throughout funeral service. This course is a core requirement for the Funeral Service Education Associate in Science Degree.</p>
Honors Course	No
Open Entry/Open Exit	No 0

Equivalent Courses	
Will this course replace an existing course in the catalog, or an experimental course?	No
If yes, identify and explain.	

Similar Courses

Is there a similar or equivalent course in SMCCCD?	No
Added Similar Courses	

Units/Hours

Unit Types	Fixed
Units	Min: 3.00
Variable Range	Range (or)

Hours

Please enter hours as per term values

Method	Min Hours	Max Hours	Min Faculty Load	Min Units
Lecture	48.00	54.00	3.00	3.00
Lab	0.00	0.00	0.00	0.00
TBA	0.00	0.00	0.00	0.00
Work Experience	0.00	0.00	0.00	0.00
Field Experience	0.00	0.00	0.00	0.00
Other	0.00	0.00	0.00	0.00
Homework	96.00	108.00	0.00	0.00

Other Hours

Course Details

Repeatable for Credit	No
Grading Methods	Letter Grade Only
Audit	No - Please Justify: This course requires special preparation and program admission on a limited basis.

Materials Fee

Fee Required?	No
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Student Learning Outcomes

Upon successful completion of this course, a student will meet the following outcomes:

1. Design a funeral service merchandising plan including merchandise selection and pricing
2. Describe the features and various components of funeral merchandise to client families
3. develop an appropriate pricing strategy for the demographic they serve

Course Objectives

Upon successful completion of this course, a student will be able to:

1. Apply knowledge of merchandising to communicate with colleagues, sales representatives, and the public
2. Describe the component parts of funeral merchandise, including materials used, styles, finishes, dimension, and functions of products
3. Assess new products and potential innovations for their appropriateness for actual practice
4. Compare and contrast historical pricing methods
5. Calculate prices for professional service and merchandise

6. Evaluate the services and merchandise provided by the funeral director

7. Prepare to plan and present product information to the public

8. Identify the components of funeral merchandise

9. Assess the various methods of merchandise display

Course Lecture Content

1. Introduction

1. Purposes of merchandising
2. Components of a sound merchandising plan
 1. Diversity of product type
 2. Range of product
3. Importance of attention to financial matters for success in the small business
4. Dangers facing the funeral industry
 1. Needs of the community
 1. Historical
 2. Trends
5. Opportunities facing the funeral industry
6. Attitudes of the public toward funeral directors

2. Construction materials

1. Types
 1. Woods
 2. Metals
2. Comparative values

3. Casket component parts

1. Body
2. Top
3. Handles
4. Corners
5. Construction hardware

4. Casket interior styles

1. Fabrics
 1. Crepe
 2. Satin
 3. Velvet
 4. Linen
2. Treatment

5. Fabrics

1. Interior
2. Exterior
 1. Doeskin
 2. Broadcloth
 3. Canvas

6. Exterior finishes

1. Paint
2. Varnish
3. Semi-gloss
4. Matte
5. Satin finish

7. Opening styles

1. Prefection
2. Full
3. Half

8. Shell designs/body styles

1. Square

2. Urnside
9. Closure methods
 1. Gasket
 2. Non-gasket
10. Casket sizes
 1. Average adult
 2. Oversize
 3. Children
11. Outer burial containers
 1. Traditional containers
 2. Transfer containers
 3. Alternative containers
12. Urns
 1. Types
 2. Construction materials
 3. Pricing
 4. Display
13. Memorial products
 1. Print materials
 2. Register books
 3. Memorial folders
 4. Acknowledgement cards
14. Cemetery
 1. History
 2. Merchandise
 3. Property
 4. Mapping
 5. Design
15. Flowers
 1. Casket spray
 2. Standing arrangements
 3. Donations
 4. Onsite v. Partner
16. Sundry items
 1. Burial garments
 2. Crucifixes
 3. Crosses
 4. Jewelry
 5. Undergarments
17. Cremation merchandise
18. Historical pricing methods
19. Budgeting
20. Pricing formulas
 1. Graduated recovery method
 2. Straight-line method
 3. Zero-end method
 4. Percentage method
21. Merchandise sales, selection room design
 1. Full unit
 2. Quarter
 3. Sectional
 4. Virtual
22. Buying
23. Inventory control
 1. Warehouse
 2. On-demand

Course Lab Content

TBA Hours Content

Frequently Recommended Preparation

Frequently Recommended

Justification for Frequently Recommended Preparation

Why is the knowledge of the recommended course(s), skill(s) or information necessary for students to succeed in the "target" course? Specify the relationship between the recommended knowledge and skills required of students and those taught in the "target course? (Please list the specific proficiencies students must possess in order to succeed in the "target" course.)

Other Recommended Preparation

You have no defined requisites.

Prerequisites/Corequisites

Drag and Drop to Reorder

Edit/Delete	Requisites	Analysis
	Prerequisite FSE. 210 and	
	Prerequisite FSE. 220	
	Corequisite Concurrent enrollment in	
	Corequisite FSE. 215	

Content Review

FSE. 210 - Prerequisite
 (Content to Content)
 Launched

FSE. 215 - Corequisite
 (Content to Content)
 Launched

FSE. 220 - Prerequisite
 (Content to Content)
 Launched

Mode of Delivery

Modes of Delivery

Online
 Hybrid
 Lecture

Representative Instructional Methods

Methods	Lecture Lab Critique Activity Discussion Field Trips Guest Speakers Individualized Instruction Observation and Demonstration
Other Methods	

Representative Assignments

Writing Assignments

(List all assignments, including library assignments. Outside assignments are not required for lab-only courses, although they can be given.)

1. Research emerging products in Funeral Service and write a five to six page paper on how you would discuss these new options with your client family. One assignment of this nature per semester.
2. Research new funeral home design and how they appeal to the client families prepare a presentation on this design. A seven to eight page paper should accompany this presentation. One assignment of this nature per semester.

Reading Assignments

(List all assignments, including library assignments. Outside assignments are not required for lab-only courses, although they can be given.)

1. Read 5-6 pages from the required text on a weekly basis.
2. Read approximately 4 pages from the department student handbook on policies and procedures manual on a weekly basis.

Other Outside Assignments

(List all assignments, including library assignments. Outside assignments are not required for lab-only courses, although they can be given.)

- None

To be Arranged Assignments

(List all assignments, including library assignments. Outside assignments are not required for lab-only courses, although they can be given.)

- Not applicable

Representative Methods of Evaluation

This section defines the ways students will demonstrate that they have met the student learning outcomes.

Student grades will be based on multiple measures of student performance. Instructors will develop appropriate classroom assessment methods and procedures for calculating student grades, including the final semester grade. The following list displays typical assessment methods appropriate for this course. The actual assessment methods used in a particular classroom and section will be listed in the instructor's syllabus.

Methods must effectively evaluate critical thinking. Credit courses must include written communication, problem solving, and/or skills demonstrations.

Multiple measures may include, but are not limited to, the following:

Methods

- Class Participation
- Class Work
- Exams/Tests
- Group Projects
- Homework
- Lab Activities
- Oral Presentation
- Papers
- Portfolios
- Projects
- Quizzes
- Research Projects

Representative Texts

Textbooks such as the following are appropriate:

Formatting Style

APA

Textbooks

1. DeArmond, P. R.. *Funeral Service Merchandising: An Introductory Text for Students*, 3 ed. The Cincinnati Foundation for Mortuary Education, 2003
2. Lamars, W; Habenstein, R. *The History of American Funeral Directing*, 9 ed. NFDA Publishing Company, 2019

Manuals

You have no manuals defined.

Periodicals

You have no periodicals defined.

Software

1. Mortraq. RynoFlip, 1 ed.
This software digitally tracks and stores student clinical graduation requirements.

Other

1. Cañada College
Funeral Service Education

Student Handbook
2021-2022

Degree/Certificate Applicability

Designation	Degree Credit
Proposed For	AA/AS Degree
Course Designation Text	Are there degrees/certificates to which this course applies? Funeral Service Education (A.S. Degree)

General Education/Degree/Transfer Course

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By Damon de la Cruz

CSU Transfer Course

Transfers to CSU Approved

Course Distance Education

Distance Ed Supplement	New distance education supplement
Distance Education	Distance education component was developed by an instructor with training in online pedagogy. Training: This course was designed in consultation with, and will be taught by, faculty who have received @One, Cañada's QOTL (Quality Online Teaching & Learning) or equivalent certifications.
Method of Distance Education	Online, Hybrid, Web Assisted Course; (If there are limitations on how this course would be offered please explain below)
Online Method Limitations	
Other Methods	
Course Content and Methodology	The objectives and content of the course are adequately covered by the methods of instruction, assignments, evaluation of student outcomes, and instructional materials. If this course is currently taught in a lecture mode, the department faculty have determined that the same objectives can be achieved in a distance learning mode. The instructional equipment and materials are sufficient. The preparation and training of faculty are sufficient. Regular personal contact between students and instructor is sufficient. Methods of student evaluation are designed to maintain examination security. Evaluation of student outcomes is sufficient to permit review and assessment of the effectiveness of distance education for this course and to provide information for the annual distance education report.
Instructional Methodologies (How will you deliver the course content?):	Announcements/Bulletin Boards Chat Rooms E-mail Electronic Forum One-Way Video Conferencing (One-way interactive video and two-way interactive audio) Online Presentations Resource Links Two-Way Video conferencing (Two-way interactive video and audio)
Representative Courseware/Textbooks	

Materials:	
Methods of Evaluation of Student Performance:	Online homework (about 1/week) Online midterm exams (about 4/term) Graded discussion boards Proctored Final Exam
How are you ensuring that students with disabilities can access your course in accordance with Section 508?	1. Videos are captioned 2. Lecture screen-casts are captioned 3. Transcripts are provided for all multi-media files (audio and visual) 4. Alt-text is used for embedded images 5. Standardized formatting is used to support screen readers 6. All files are assessed for accessibility 7. Course is evaluated using the OEI Rubric 8. Faculty will work with DRC to ensure that proper accommodations are provided for students (e.g., extended time, Kurzweil, other UDI supports)

Plan for Regular Effective Communication Contact Between Faculty and Student (Title 5, 55204). "Local policies should establish and monitor minimum standards of regular effective contact."

Announcements/Bulletin Boards - These will occur weekly as a minimum.
Email Communication - Email communication will occur through the LMS. Example content will be reminders and notifications. Email responses will be within two days. Daily (with a frequency of 24-48 hours).
Resource Links - Links to relevant news articles will be included with weekly announcements.
Office hours - Online Office hours will be scheduled. Office hours can also be by appointment.
Scheduled Face-to-Face Meetings - In person meetings can be during office hours or by appointment.
Telephone - The instructor will be available via phone during office hours or by appointment.
Study and/or Review Sessions - Non-scheduled sessions can be arranged through the instructor.

Resources Needed

Adequate Library Resources	Consultation with the Coordinator of Library Services regarding the adequacy of campus and online information resources to fulfill course objectives is required prior to course approval. Adequate Please Specify: The accrediting board (the ABFSE) requires funeral specific resources in the library. Standard 8 of the accreditation Manual.
Affected Resources	Which of the following resources do you expect to be affected by the offering of this class? Check as many as appropriate. Additional staff Learning Center Tutorial Assistance Microcomputer Lab New equipment needs Library Media Center
Explain what effect the areas you have checked will have upon this college:	

Comparable Transfer Course Information

Are there comparable courses?	Yes
Edit/Del	College Info

Minimum Qualification

No Minimum Qualifications For this Course

CB Codes

CB03 TOP Code	1255.00 - Mortuary Science
CB04 Course Credit Status	D - Credit - Degree Applicable
CB05 Course Transfer Status	B = Transferable to CSU only
CB08 Course Basic Skill Status (PBS Status)	2N = Course is not a basic skills course.
CB09 SAM Code	C - Occupational
CB11 California Classification Codes	Y - Credit Course
CB21 Levels Below Transfer	Y = Not Applicable
CB23 Funding Agency Category	A = Fully Economic Development funds
CB25 Course General Education Status	Y - Not Applicable
CB26 Course Support Course Status	N - Course is not a support course

Codes/Dates

Entry of Special Dates

Instruction Office Review	11/13/2020
Last Outline Revision	11/13/2020
Content Review	11/13/2020
CC Approval	11/13/2020
DE Approval	11/13/2020
Effective Term	Term: Fall Year: 2021

Web Catalog

Course Family	
Web Catalog	<input type="checkbox"/> Exclude from Web Catalog

Instructional Services

Implementation Date	
Originator	Damon de la Cruz
Origination Date	04/10/2020
Proposal Type	Cañada New Course
C-ID Numbers	
CB00 State ID	

CB03 TOP Code	1255.00 - Mortuary Science
CB04 Course Credit Status	D - Credit - Degree Applicable
CB05 Course Transfer Status	B = Transferable to CSU only
CB08 Course Basic Skill Status (PBS Status)	2N = Course is not a basic skills course.
CB09 SAM Code	C - Occupational
CB10 Course COOP Work Exp-ED	N = Not part of Coop Work Exp
CB11 California Classification Codes	Y - Credit Course
CB13-Special Class Status	N - Not Special
CB21 Levels Below Transfer	Y = Not Applicable
CB22 Non Credit Course Category	Y - Not Applicable
CB23 Funding Agency Category	A = Fully Economic Development funds
CB24-Program Course Status	1 = Program Applicable
CB25 Course General Education Status	Y - Not Applicable
CB26 Course Support Course Status	N - Course is not a support course

Web Catalog Metadata