

George Mason University
School of Recreation, Health and Tourism

TOUR 190 – Wedding Planning and Management (3)
Fall 2010

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OFFICE HRS: T/R 12:30-2:30 p.m.

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PREREQUISITES

None

COURSE POSTINGS

Our class will be part of a pilot program that uses the new version of the Blackboard LMS, called **Bb Learn 9.1 (Bb 9.1)**. You cannot access materials through earlier versions of Blackboard that may be used for your other classes. A separate handout has been e-mailed to you regarding Login procedures.

COURSE DESCRIPTION

Introduction to the planning and management of weddings. Explores social, political, economic, cultural, religious, and historical influences on wedding planning decision-making and business strategies. Reviews practices relevant to successful wedding planning, and consultancy for diverse clients and settings.

COURSE OBJECTIVES

At the completion of this course, students should be able to:

- 1) analyze the social, cultural, religious and historical contexts of weddings;
- 2) demonstrate understanding of the political and economic influences on weddings;
- 3) articulate the business and ethical obligations of wedding planners;
- 4) design wedding plans for diverse clients;
- 5) create and maintain realistic wedding budgets; and
- 6) engage the involvement of businesses in the wedding planning process.

REQUIRED TEXT

Daniels, M., & Loveless, C. (2007). *Wedding planning and management: Consultancy for diverse clients*. Burlington, MA: Elsevier Butterworth-Heinemann.

BRIDAL SHOW

You are encouraged to attend the *Washington Bridal Showcase* (www.bridalshowcase.com) on Sunday, September 12 at any point between 1:00 p.m. – 5:00 p.m. at the Dulles Expo Center. Free tickets, compliments of the event producer Marc McIntosh, will be distributed by your instructor. This event offers an excellent opportunity to witness wedding planning marketing and public relations first hand. This is not a requirement but highly recommended, as you can gather information pertinent to your semester project. Please respect the vendors as they are working with their clients; we are there primarily as spectators.

TOUR 190 TENTATIVE SCHEDULE

Week	Topic / Activity (Due Date)	Readings & Video Lectures
1 8/30 – 9/3	Role and scope of wedding consultancy Information sheet due: 9/2 by 8:00 p.m. Reflective Comments Due: 9/2 by 8:00 p.m.	Text & Video Lecture: Chapter 1 Review: <i>Brides.com American Wedding Study</i>
2 9/7 – 9/10	Weddings, culture and religion Wedding customs assignment due: 9/9 by 8:00 p.m. Directed reading due: 9/9 by 8:00 p.m. Reflective Comments Due: 9/9 by 8:00 p.m.	Text & Video Lecture: Chapter 2 Additional readings: Riley: <i>Love conquers all. Except religion.</i> McCarthy: <i>Matchmakers, matchmakers, making a mint</i> Shapira: <i>For millennials, love is never asking them to call you back</i>
3 9/13-9/17	History and hegemony Weddings, media and consumerism Directed reading due: 9/16 by 8:00 p.m. Reflective Comments Due: 9/16 by 8:00 p.m.	Text & Video Lectures: Chapters 3, 4, 6 Lom video: <i>Bridal kidnapping</i> Additional readings: Brulliard: <i>Zulus eagerly defy ban on virginity test</i> Jain: <i>ISO broad-minded groom</i> Various authors: <i>Chelsea Clinton wedding</i> McCarthy: <i>Lots of heart, soul and edible delights go into their big day</i>
4 9/20-9/24	The changing family, politics and law Tourism and destination weddings Peer leader postings due: 9/20 by 10:00 a.m. Directed reading due: 9/23 by 8:00 p.m. Peer Assignment / Reflective Comments Due: 9/23 by 8:00 p.m.	Text & Video Lectures: Chapters 5 & 7 Additional readings: Barnes & Somashekhar: <i>Judge strikes California's ban on same-sex marriage</i>

		Somashekhar: <i>Appeals court puts gay marriages on hold</i>
5 9/27-10/1	<p>Wedding timelines Determining the vision</p> <p>Peer leader postings due: 9/27 by 10:00 a.m. Peer Assignment / Reflective Comments Due: 9/30 by 8:00 p.m.</p>	<p>Text & Video Lectures: Chapters 8 & 10</p> <p>Additional reading: <i>Hax: Wedding runs smack into family's football commitment</i></p>
6 10/4-10/8	<p>Wedding budgets Food, beverage and the wedding cake</p> <p>Peer leader postings due: 10/4 by 10:00 a.m. Peer Assignment / Reflective Comments Due: 10/7 by 8:00 p.m. Wedding Planning Project Design Due: 10/8 by 4:00 p.m.</p>	<p>Text & Video Lectures: Chapters 9 & 11</p>
7 10/12-10/15	<p>Wedding attire and the bridal party</p> <p>Peer leader postings due: 10/12 by 10:00 a.m. Peer Assignment / Reflective Comments Due: 10/14 by 8:00 p.m. Midterm Exam (Chapters 1-10): Availability times to be announced</p>	<p>Text & Video Lecture: Chapter 12</p>
8 10/18-10/22	<p>The ceremony Floral décor</p> <p>Peer leader postings due: 10/18 by 10:00 a.m. Peer Assignment / Reflective Comments Due: 10/21 by 8:00 p.m.</p>	<p>Text & Video Lectures: Chapters 13 & 14</p>
9 10/25-10/29	<p>Stationery elements and etiquette</p> <p>Peer leader postings due: 10/25 by 10:00 a.m. Peer Assignment / Reflective Comments Due: 10/28 by 8:00 p.m.</p>	<p>Text & Video Lecture: Chapter 18</p>
10 11/1-11/5	<p>Photography Music and entertainment</p> <p>Peer leader postings due: 11/1 by 10:00 a.m. Peer Assignment / Reflective Comments Due: 11/4 at 8:00 p.m.</p>	<p>Text & Video Lectures: Chapters 15 & 16</p>
11 11/8-11/12	<p>Rentals and site layout Transportation</p> <p>Peer leader postings due: 11/8 at 10:00 a.m. Peer Assignment / Reflective Comments Due:</p>	<p>Text & Video Lectures: Chapters 17 & 19</p>

	11/11 at 8:00	
12 11/15-11/19	<p>Wedding day details Post-wedding evaluation</p> <p>Peer leader postings due: 11/15 at 10:00 a.m. Peer Assignment / Reflective Comments Due: 11/18 at 8:00 p.m.</p>	Text & Video Lectures: Chapters 20 & 21
13 11/22-11/23	Business plan, Marketing	Text & Video Lectures: Chapter 22, 23
14 11/29-12/3	Client interview, Vendor relations, Office management	Text & Video Lectures: Chapters 24, 25, 26
15 12/6-12/10	<p>Competition, Stress management</p> <p>Final Project due: 12/10 at 4:00 p.m.</p>	Text & Video Lectures: Chapters 27, 28
16	Final Exam (Chapters 11-28): Availability times to be announced	

TOUR 190 EVALUATION

Assignment	Weight
Online Participation and Professionalism, Peer Assignments, Reflective Comments, Short Assignments, Directed Readings (multiple grades divided by total)	20% (.20)
<p>Peer Leader Assignment</p> <p>For this assignment, you will lead the online class discussion for a select chapter. Full details are available on Blackboard.</p>	10% (.10)
<p>Wedding Planning Project Design</p> <p>This assignment entails the beginning stages of your final project, with focus on the nature of the couple, theme and vision, budget selection, timeline length, number of guests, and vendors to be involved. Full details are available on Blackboard.</p>	10% (.10)
Midterm Exam	15% (.15)
<p>Wedding Planning Final Project</p> <p>This assignment will build upon the project design to also include specific vendor / element selections, a full budget and timeline, a risk management plan, evaluation form, and other requirements. Full details are available on Blackboard.</p>	30% (.30)
Final Exam	15% (.15)
TOTAL	100%

Grading Scale

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

TOUR 190 CLASS POLICIES

1. **Online Participation and Professionalism** – Ongoing, timely and professional online communication skills are essential to your success in TOUR 190. Comments that are posted past the weekly due date will not receive credit. Inappropriate or unprofessional comments will not receive credit.
2. **Short Assignments and Directed Readings** – Throughout the semester, you will regularly have short assignments and directed readings. None of these assignments will be accepted late, nor can they be made up. Your lowest short assignment or directed reading grade will be dropped.
3. **Peer Leader Assignment** – For one course topic, you will be the peer leader. Your materials should be posted no later than 10:00 a.m. on the Monday of the week that your discussion topic is assigned. You will receive a 20 point deduction for each day the assignment is late. After five days past your assignment due date, this assignment will not be accepted and you will receive no credit.
4. **Wedding Project Assignments** – You will be completing a project design and final project. These assignments will receive a 20 point deduction for each day the assignment is late. After one week past the due date, wedding project assignments will not be accepted and you will receive no credit.
5. **Midterm and Final Exams** – The midterm and final exams must be completed on the scheduled dates. Only documented absences will be considered for make-up exams.

ADDITIONAL RHT AND GMU POLICIES



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ Counseling and Psychological Services (CAPS) provides a wide range of services to students, faculty, and staff. Services are provided by a staff of professional counseling and clinical psychologists, social workers, and counselors. The Center provides individual and group counseling, workshops and outreach programs -- experiences to enhance a student's personal experience and academic performance
- ❖ All official, course-related e-mail correspondence must be communicated through GMU e-mail accounts.
- ❖ Students with disabilities who seek accommodations in a course

must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See www.gmu.edu/student/drc]

- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>