

George Mason University
School of Recreation, Health and Tourism

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

DAY/TIME: Monday, 4:30 p.m. – 7:10 p.m.
PROFESSOR: Dedra Faine

LOCATION: FAB B106
EMAIL ADDRESS: ddfaine@gmu.edu

PREREQUISITES

None

COURSE DESCRIPTION

This course offers an introduction to the planning and management of weddings. The social, political, economic, cultural, religious and historical influences on wedding planning decision-making and business strategies will be explored. Practices relevant to successful wedding planning and consultancy for diverse clients and settings will be reviewed.

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 TEXTS

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

Daniels, M. (2010). *TOUR 190: Wedding planning and management course packet*. (Available at the Johnson Center)

BRIDAL SHOWCASE

You are encouraged to attend the *Washington Bridal Showcase* (www.bridalshowcase.com) on Sunday, January 31 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

| Class | Date | Topic / Activity | Readings CP =Course Packet |
|--------------|-------------|--|--|
| 1 | 01/25 | Role and scope of wedding consultancy | Chapter 1, CP: 15-17 |
| 2 | 02/01 | Weddings, culture and religion Assignment due: Wedding Customs (CP: 19) DRA due: Bahrapour, McCarthy (CP: 20-26) | Chapter 2, CP: 19-26 |
| 3 | 02/08 | History and hegemony DRA due: Ch. 3, Brulliard, Jain (CP: 27-33) Weddings, media and consumerism | Chapter 3, CP: 27-33 Chapters 4 & 6, CP: 34-40 |
| 4 | 02/15 | The changing family, politics and law DRA due: Stewart, Richburg (CP: 41-46) | Chapter 5, CP: 41-49 |
| 5 | 02/22 | Tourism and destination weddings DRA due: Ch. 7 (CP: 69) Determining the vision Wedding timelines | Chapter 7 Chapter 10 Chapter 8 |
| 6 | 03/01 | Wedding budgets Food, beverage and the wedding cake Wedding Planning Project Design due (CP: 3-4) Peer Evaluation: Plan & Design Phase due (CP: 5-6) | Chapter 9, CP: 50-52 Chapter 11, CP: 53-61 |
| | 03/08 | Spring Break | |
| 7 | 03/15 | Midterm Exam (Chapters 1-7) Wedding attire and the bridal party In-class assignment (CP: 71) | Chapter 12 |
| 8 | 03/22 | The ceremony Floral décor | Chapter 13, CP: 63-64 Chapter 14 |
| 9 | 03/29 | Stationery elements and etiquette DRA due: Ch. 18 (CP: 77) | Chapter 18 |
| 10 | 04/05 | Photography Music and entertainment DRA due: Chs. 15 & 16 (CP: 73) | Chapter 15 Chapter 16 |
| 11 | 04/12 | Rentals and site layout DRA due: Ch. 17 (CP: 75) Transportation | Chapter 17, CP: 65-67 Chapter 19 |
| 12 | 04/19 | Wedding day details Post-wedding evaluation DRA due: Ch. 21 (CP: 79) | Chapter 20 Chapter 21 |
| 13 | 04/26 | Business plan, marketing and contracts Project Presentations (CP: 11-12) | Chapter 22-24 |
| 14 | 05/03 | Business plan, marketing and contracts, con. Project Presentations (CP: 11-12) Final Project due (CP: 7-10) Peer Evaluation, Final Project Phase due (CP: 13-14) | Chapters 22-24 |
| 15 | 05/10 | Final Exam: 4:30 p.m. | |

DIRECTED READING ASSIGNMENTS (DRA)

Note: The question sheets that are due on the dates listed below can be found in your course packet.

| Author(s) and Title | Location (CP = Course Packet) | Due Date |
|--|--------------------------------------|-----------------|
| Bhrampou: <i>Market for romance goes from bullish to sheepish</i> McCarthy: <i>Matchmakers, matchmakers, making a mint</i> | CP: 20-26 | 02/01 |
| Daniels & Loveless, <i>History and hegemony</i> Brulliard, <i>Zulus eagerly defy ban on virginity test</i> Jain, <i>ISO broad-minded groom</i> | Chapter 3, CP: 27-33 | 02/08 |
| Stewart, <i>How gay marriage recognition works</i> Richburg, <i>California ruling shows hurdles remain for gay marriage</i> | CP: 41-46 | 02/15 |
| Daniels & Loveless, <i>Tourism and destination weddings</i> | Chapter 7, CP: 69 | 02/22 |
| Daniels & Loveless, <i>Stationery elements and etiquette</i> | Chapter 18, CP: 77 | 03/29 |
| Daniels & Loveless, <i>Photography</i> Daniels & Loveless, <i>Music and entertainment</i> | Chapters 15 & 16, CP: 73 | 04/05 |
| Daniels & Loveless, <i>Rentals and site layout</i> | Chapter 17, CP: 75 | 04/12 |
| Daniels & Loveless, <i>Post-wedding evaluation</i> | Chapter 21, CP: 79 | 04/19 |

TOUR 190 EVALUATION

| Assignment | Grade | Weight | Points | Due Date |
|--|--------------|---------------|---------------|-----------------|
| Attendance, Class Participation, In-class Assignments, Directed Readings and Homework (multiple grades divided by total) | | 15% (.15) | | As assigned |
| Media Analysis and Presentation, CP: 1-2 | | 10% (.10) | | As assigned |
| Wedding Planning Project Design, CP: 3-4 | | 10% (.10) | | 03/01 |
| Midterm Exam | | 15% (.15) | | 03/15 |
| Wedding Planning Project Presentation, CP: 11-12 | | 10% (.10) | | 04/26 & 05/03 |
| Wedding Planning Final Project, CP: 7-10 | | 30% (.30) | | 05/03 |
| Final Exam | | 10% (.10) | | 05/10 |
| TOTAL | | 100% | | |

Grading Scale

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|---------------|--------------|--------------|-------------|
| 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. **Attendance and Punctuality** – Regular attendance and punctuality are essential to your success in TOUR 190. Wedding planners cannot miss their events or be late when meeting with clients or vendors. Demonstrate your business acumen by attending all class sessions and being on time. Attendance will be taken at the beginning of each class. Absenteeism, late arrival to class and early leave taking can affect your overall grade in the class.
2. **Homework/In-Class Assignments/Directed Readings** – Throughout the semester, you will regularly have homework, in-class assignments and directed readings. None of these assignments will be accepted late, nor can they be made up. Your lowest homework, in-class assignment or directed reading grade will be dropped.
3. **Wedding Planning Media Analysis** – For this assignment, you will receive half credit if the assignment is completed late. After one week past the due date, this assignment will not be accepted and you will receive no credit.
4. **Wedding Planning Team Assignments** – Your wedding planning team will complete several assignments. Any team assignment that is handed in late will receive half credit. After one week past the due date, team assignments will not be accepted and your team will receive no credit.
5. **Peer Evaluations** – At two points during the semester, you will complete peer evaluations as pertaining to the wedding project. Any team member who receives consistently low peer evaluations may lose up to 100 points (no credit) on the final project and final project presentation. Your instructor will determine deduction amounts, if any, based on the team feedback.
6. **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.
7. **Instructor Arrival Policy** – If your instructor is not in the classroom at the start of class time, please wait 20 minutes before leaving.
8. **Inclement Weather Policy** – Call 703-993-1000 in the case of inclement weather to determine if class will be held.



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ 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>