

George Mason University
School of Recreation, Health and Tourism

TOUR 190 – Wedding Planning and Management (3)
Spring 2013

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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.

COURSE OVERVIEW

Instructional techniques include video lectures, textbook readings, directed readings, short assignments, blog comments, peer leaders assignments and comments, a project design, a comprehensive final project, a midterm and a final examination.

NATURE OF COURSE DELIVERY

This is an online course that uses Blackboard LMS, Bb Learn 9.1 (Bb 9.1). All course materials will be managed through Blackboard.

REQUIRED TEXT

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

Available at the Johnson Center or Amazon.com:

http://www.amazon.com/Wedding-Planning-Management-Consultancy-Diverse/dp/0750682337/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1203165413&sr=1-1

TOUR 190 TENTATIVE SCHEDULE

Week & Dates	Topic / Activity (Due Date)	Readings & Video Lectures
Week 1 1/22-1/24	Role and scope of wedding consultancy Blog comments due: 1/24 by 11 p.m. Note: Peer Leader Chapter Selection due: 1/28 by 11pm	Text & Video Lecture: Chapter 1 Review: <i>Brides.com American Wedding Study</i>
Week 2 1/28-1/31	Weddings, culture and religion Wedding customs assignment: 1/31 by 11 p.m. Directed reading due: 1/31 by 11 p.m. Blog comments due: 1/31 by 11 p.m. Wedding Planning Group Selection due: 1/31 by 11 p.m.	Text & Video Lecture: Chapter 2 Additional readings: Jayakumar: <i>Finding Love on the Run...</i> Riley: <i>Love conquers all. Except religion.</i> Shapira: <i>Millennial Texting.</i>
Week 3 2/4-2/7	History and hegemony Weddings, media and consumerism Peer leader approval due: 1/31 by 9 a.m. Blog comments due: 2/7 by 11 p.m. Directed reading due: 2/7 by 11 p.m.	Text & Video Lectures: Chapters 3, 4, 6 Lom video: <i>Bridal kidnapping</i> Additional readings: Sieff: <i>Afghanistan: Spending and Legislation</i> Raghavan: <i>Will hunger crisis fuel child marriages</i> Gurr: <i>Jury Awards Jilted Bride</i>
Week 4 2/11-2/14	The changing family, politics and law Tourism and destination weddings Peer leader approval due: 2/07 by 9 a.m. Blog comments due: 2/14 by 11 p.m. Directed reading due: 2/14 by 11 p.m.	Text & Video Lectures: Chapters 5 & 7 Additional readings: Morello: <i>When couples say "I do" more often it's for keeps</i> Laris: <i>History at the Altar</i> Sullivan: <i>Quiet Va. wife ended interracial marriage ban</i> Marcus: <i>Wedding Jitters</i>
Week 5 2/18 – 2/23	Wedding timelines Determining the vision Peer leader approval due: 2/14 by 9 a.m. Blog comments due: 2/21 by 11 p.m. Vendor Spotlight Assignment due 2/23	Text & Video Lectures: Chapters 8 & 10 Additional reading: Hax: <i>Wedding runs smack into family's football commitment</i>
Week 6 2/25-3/2	Wedding budgets Food, beverage and the wedding cake Peer leader approval due: 2/21 by 9 a.m. Blog comments due: 2/28 by 11 p.m. Wedding Planning Project Design Due: Saturday, 3/2 by 11 p.m.	Text & Video Lectures: Chapters 9 & 11
Week 7 3/4-3/7	Wedding attire and the bridal party Peer leader approval due: 2/28 by 9 a.m. Blog comments due: 3/7 by 11 p.m. Midterm Exam (Chapters 1-10): Available 3/4 - 3/7	Text & Video Lecture: Chapter 12

Week 8 3/18-3/21	The ceremony Floral décor Peer leader approval due: 3/7 by 9am Blog comments due: 3/21 by 11:00 p.m.	Text & Video Lectures: Chapters 13 & 14
Week 9 3/25-3/28	Stationery elements and etiquette Peer leader approval due: 3/21 by 9 am Blog comments due: 3/28 at 11:00 p.m.	Text & Video Lecture: Chapter 18
Week 10 4/1-4/4	Photography Music and entertainment Peer leader approval due: 3/28 by 9 a.m. Blog comments due: 4/4 by 11 p.m.	Text & Video Lectures: Chapters 15 & 16
Week 11 4/08-4/11	Rentals and site layout Transportation Peer leader approval due: 4/4 by 9 a.m. Blog comments due: 4/11 by 11 p.m.	Text & Video Lectures: Chapters 17 & 19
Week 12 4/15-4/18	Wedding day details Post-wedding evaluation, Business plan Peer leader approval due: 4/11 by 9 am Blog comments due: 4/18 by 11 p.m.	Text & Video Lectures: Chapters 20, 21, 22
Week 13 4/22-4/25	Marketing, Client interview, Vendor relations Peer leader approval due: 4/18 by 9 am Blog comments due: 4/25 by 11 p.m.	Text & Video Lectures: Chapters 23, 24, 25
Week 14 4/29-5/4	Office management, Competition, Stress management Blog comments due: 5/4 by 11 p.m. Final Project due: Saturday, 5/4 by 11 p.m.	Text & Video Lectures: Chapters 26, 27, 28
Week 15 5/8 – 5/10	Final Exam (Chapters 11-28): Available 5/8 - 5/10	Final Exam

TOUR 190 EVALUATION

Assignment	Weight
Online Participation and Professionalism, Peer Assignments, Reflective Comments, Short Assignments, Directed Readings (multiple grades divided by total)	20% (.20)
Peer Leader Assignment	10% (.10)
Wedding Planning Project Design	10% (.10)
Midterm Exam	15% (.15)
Wedding Planning Final Project	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 & professional online communication is essential to success in TOUR 190. Comments that are posted past the due date will not receive credit. Inappropriate or unprofessional comments will not receive credit.
2. **Short Assignments & 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 submitted to your instructor no later than 9:00 a.m. on the Monday prior to the week that your discussion topic will be posted for comment. Your comments to student responses are due no later than 11pm on Thursday of your assigned week; to facilitate stronger interaction, please respond to student posts daily during your assigned week (see Peer Leader Assignment document on Blackboard under Major Assignments tab for all related details). You will receive up to 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 receive up to a 20 point deduction for each day they are late. After one week past the due date, the 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

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students are expected to exhibit professional behaviors and dispositions at all times.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.