TOUR 190 DL2 – Wedding Planning and Management
3 Credits, Spring 2018
Online

Faculty

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Prerequisites/Co-requisites

None

University Catalog 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 Overview

Instructional techniques include directed readings, short assignments, blog comments, peer leader assignments, a wedding website project, a midterm and a final examination.

Course Delivery Method

This course will be delivered online (76% or more) using an asynchronous format via the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on or before Monday, January 22, 2018 at 9:00 a.m.

Under no circumstances, may candidates/students participate in online class sessions (either

by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.

Technical Requirements

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:

  - [Adobe Acrobat Reader: https://get.adobe.com/reader/]
  - [Windows Media Player: https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/]
  - [Apple Quick Time Player: www.apple.com/quicktime/download/]

Expectations

- Course Week: Because asynchronous courses do not have a "fixed" meeting day, our week will start on Monday, and finish on Saturday.
- Log-in Frequency:
  Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least 3 times per week.
- Participation: Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence: Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues: Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.

- Workload: Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- Instructor Support: Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- Netiquette: The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- Accommodations: Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

Learner Outcomes

This course is designed to enable students to do the following:
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. (2014). *Wedding planning and management: Consultancy for diverse clients*, 2nd edition. Milton Park: Routledge.

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor.

Assignments and Examinations

Directed Reading Assignments, Blogs and Other Short Assignments – For each chapter, there will be a directed reading assignment and blog to complete. Additional short assignments may be assigned as well. None of these assignments will be accepted late, nor can they be made up.

Peer Leader Assignment – Students will work in pairs to create and lead blog discussions. Students will locate and share media selections that relate to a chapter in the text, develop questions for the class that stimulate discussion, comment on blog posts and complete a post-blog analysis.

Wedding Website Project – Each student will complete a comprehensive wedding website detailing specific elements common to weddings. Students will create the details as pertaining to a hypothetical couple. Details will relate to the couple, theme/vision, unique situations, guests, budget, timeline, production schedule and specific elements. This project will demonstrate the student's ability to design and plan a wedding from start to finish.

Midterm Exam – Chapters 1-10

Final Exam – Chapters 11-24

Other Requirements

Online Participation, Blog Comments and Professionalism – Ongoing, timely and professional online communication skills are essential to your success in Wedding Planning & Management. Comments that are posted past the weekly due date will not receive credit. Inappropriate or unprofessional comments will not receive credit. For all blog assignments, you are required to comment on a minimum of two of the postings made by your classmates.

Directed Readings, Blog Assignments and Other Short Assignments – Throughout the semester, you will regularly have directed reading assignments, blog assignments and other short assignments. None of these assignments will be accepted late, nor can they be made up. Your lowest directed reading, blog assignment or short assignment grade will be dropped.

Peer Leader Assignment – For one course topic, you and a classmate will be the peer leaders. **Your materials should be submitted to your instructor through Blackboard no later than 11:00 p.m. on the Monday <u>prior</u> to the week that your discussion topic will be posted for comment.** You will receive up to a 15-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.

Wedding Website Project –You will be completing a wedding website for a hypothetical couple. This assignment will receive up to a 20-point deduction for each day the assignment is late. After one week past the due date, this assignment will not be accepted and you will receive no credit.

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.

Course Performance Evaluation Weighting

Assignment	Weight
Directed readings, blog comments, other short assignments (multiple grades divided by total)	25% (.25)
Peer Leader Assignment	10% (.10)
Midterm Exam	15% (.15)
Wedding Website Project	30% (.30)
Final Exam	20% (.20)
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	

Professional Dispositions

See https://cehd.gmu.edu/students/polices-procedures/

Class Schedule

Week	Topics / Activities	Readings
Week 1 1/22 – 1/27	Role and scope of wedding consultancy • Information sheet due Saturday 1/27 by 11 p.m. • Directed reading due Saturday 1/27 by 11 p.m. • Blog comments due Saturday 1/27 by 11 p.m.	Chapter 1
Week 2 1/29 – 2/3	Weddings and culture • Directed reading/wedding customs assignment due Saturday 2/3 by 11 p.m. • Blog comments due Saturday 2/3 by 11 p.m.	Chapter 2
Week 3 2/5 – 2/10	Consumerism and the mediated construction of weddings • Peer leader approval due Monday 2/5 by 11 p.m. • Directed reading due Saturday 2/10 by 11 p.m. • Blog comments due Saturday 2/10 by 11 p.m.	Chapter 3
Week 4 2/12 – 2/17	The changing family, politics and law Tourism and destination weddings	Chapter 4 Chapter 5

	• Peer leader approval due Monday 2/12 by 11 p.m. • Directed reading due Saturday 2/17 by 11 p.m. • Blog comments due Saturday 2/17 by 11 p.m.	
Week 5 2/19 – 2/24	Determining the vision Wedding budgets • Peer leader approval due Monday 2/19 by 11 p.m. • Directed reading due Saturday 2/24 by 11 p.m. • Blog comments due Saturday 2/24 by 11 p.m.	Chapter 6 Chapter 7
Week 6 2/26 – 3/3	Wedding timelines Food, beverage and the wedding cake • Peer leader approval due Monday 2/26 by 11 p.m. • Directed reading due Saturday 3/3 by 11 p.m. • Blog comments due Saturday 3/3 by 11 p.m.	Chapter 8 Chapter 9
Week 7 3/5 – 3/10	Wedding attire and the bridal party • Peer leader approval due Monday 3/5 by 11 p.m. • Directed reading due Saturday 3/10 by 11 p.m. • Blog comments due Saturday 3/10 by 11 p.m. • **Midterm (Chapters 1-10) available Tuesday 3/6 to Friday 3/9**	Chapter 10
Week 8 3/19 – 3/24	The ceremony Floral décor • Peer leader approval due Monday 3/19 by 11 p.m. • Directed reading due Saturday 3/24 by 11 p.m. • Blog comments due Saturday 3/24 by 11 p.m.	Chapter 11 Chapter 12
Week 9 3/26 – 3/31	Stationery elements and etiquette Photography and videography • Peer leader approval due Monday 3/26 by 11 p.m. • Directed reading due Saturday 3/31 by 11 p.m. • Blog comments due Saturday 3/31 by 11 p.m.	Chapter 13 Chapter 14
Week 10 4/2 – 4/7	Music and entertainment Rentals and site layout • Peer leader approval due Monday 4/2 by 11 p.m. • Directed reading due Saturday 4/7 by 11 p.m. • Blog comments due Saturday 4/7 by 11 p.m.	Chapter 15 Chapter 16
Week 11 4/9 – 4/14	Transportation Favors and gifts • Peer leader approval due Monday 4/9 by 11 p.m.	Chapter 17 Chapter 18

	• Directed reading due Saturday 4/14 by 11 p.m. • Blog comments due Saturday 4/14 by 11 p.m.	
Week 12 4/16 – 4/21	Wedding day details Business plan and office management • Peer leader approval due Monday 4/16 by 11 p.m. • Directed reading due Saturday 4/21 by 11 p.m. • Blog comments due Saturday 4/21 by 11 p.m.	Chapter 19 Chapter 20
Week 13 4/23 – 4/28	Developing a marketing strategy Client relations • **Wedding Website due Monday 4/23 by 11 p.m.** • Peer leader approval due Monday 4/23 by 11 p.m. • Directed reading due Saturday 4/28 by 11 p.m. • Blog comments due Saturday 4/28 by 11 p.m.	Chapter 21 Chapter 22
Week 14 4/30 – 5/5	Vendor relations Stress management and career enrichment • Peer leader approval due Monday 4/30 by 11 p.m. • Directed reading due Saturday 5/5 by 11 p.m. • Blog comments due Saturday 5/5 by 11 p.m.	Chapter 23 Chapter 24
Finals Week 5/9 – 5/11	• **Final exam (Chapters 11-24) available Wednesday 5/9 to Friday 5/11**	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

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: http://cehd.gmu.edu/values/.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see http://oai.gmu.edu/the-mason-honor-code/).

- Students must follow the university policy for Responsible Use of Computing (see http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/).

- Students are responsible for the content of university communications sent to their Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see http://ods.gmu.edu/).

- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or https://cehd.gmu.edu/aero/tk20. Questions or concerns regarding use of Blackboard should be directed to http://coursessupport.gmu.edu/.
- For information on student support resources on campus, see https://ctfe.gmu.edu/teaching/student-support-resources-on-campus

For additional information on the College of Education and Human Development, please visit our website https://cehd.gmu.edu/students/ .

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