George Mason University
College of Education and Human Development
School of Sport, Recreation and Tourism Management
Tourism and Events Management (TEM) Program

TOUR 190 – Wedding Planning and Management
3 Credits, Fall 2023
Online

Faculty

Name:	Dr. Maggie Daniels
Office hours:	Krug 213E - By appointment
Office phone:	703-993-2062
Email address:	mdaniels@gmu.edu

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, wedding design planning stages, wedding design final 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, August 21st 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., & Wosicki, C. (2020). *Wedding planning and management: Consultancy for diverse clients*, 3rd edition. Milton Park: Routledge.

Course Performance Evaluation

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

Requirements, Assignments, and Examinations:

- **Submissions –** All work must be submitted through Blackboard.

- **Online Participation 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.

- **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. Directed readings must be submitted using Microsoft Word or saved and submitted as PDF files. For all blog assignments, you are required to comment on a minimum of **two** of the postings made by your classmates.

- **Wedding Design Project** – You will complete a wedding design project detailing the planning that is common to weddings, as pertaining to a hypothetical couple. You will submit portions of the project as planning assignments in a step-by-step fashion. The final project will represent a compilation of the step-by-step assignments, as well as additional requirements, in a comprehensive document or website. This project will demonstrate your ability to design and plan a wedding from start to finish. Two submission options include: 1) Website; or 2) Word document saved as pdf file. The final project 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 (Chapters 1-10) and final (Chapters 11-24) are open book and must be completed on the scheduled dates. Only documented absences will be considered for make-up exams.

Course Performance Evaluation Weighting

Assignment	Weight
Directed reading assignments, blog comments, other short assignments (*multiple grades divided by total*)	30% (.30)
Midterm Exam	15% (.15)
Wedding Design Project: Planning Assignments (*multiple grades divided by total*)	10% (.10)
Wedding Design: Final Project	25% (.25)
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 8/21 – 8/26	Role and scope of wedding consultancy *Directed reading and other short assignments* due Saturday	Chapter 1
Week 2 8/28 – 9/2	Weddings and culture *Directed reading and other short assignments* due Saturday *Wedding Design Project: Introductory ideas* due Saturday	Chapter 2
Week 3 9/5 – 9/9	Consumerism and the mediated construction of weddings *Directed reading and other short assignments* due Saturday *Wedding Design Project Part 2: Your Business* due Saturday	Chapter 3
Week 4 9/11 – 9/16	The changing family, politics and law Tourism and destination weddings *Directed reading and other short assignments* due Saturday *Wedding Design Project Part 3: Your Clients* due Saturday	Chapter 4 Chapter 5
Week 5 9/18 – 9/23	Determining the vision Wedding budgets *Directed reading and other short assignments* due Saturday *Wedding Design Project Part 4 Diversity / Unique Situations* due Saturday	Chapter 6 Chapter 7
Week 6 9/25 – 9/30	Wedding timelines Food, beverage and the wedding cake *Directed reading and other short assignments* due Saturday *Wedding Design Project Part 5: Theme and Vision* due Saturday	Chapter 8 Chapter 9
Week 7 10/2 – 10/7	Wedding attire and the bridal party *Directed reading and other short assignments* due Saturday *Wedding Design Project Part 6: Number of Guests* due Saturday *Midterm (Chapters 1-10) available Wednesday 10/4 to Saturday 10/7*	Chapter 10
Week 8 10/10 – 10/14	The ceremony Floral décor *Directed reading and other short assignments* due Saturday *Wedding Design Project Parts 7 & 8: Budget & Timeline* due Saturday	Chapter 11 Chapter 12
Week 9 10/16 – 10/21	Stationery elements and etiquette Photography and videography *Directed reading and other short assignments* due Saturday *Finalize Wedding Design Project Budget Table / Graph* *Work on Wedding Design Project Part 9: Specific Elements*	Chapter 13 Chapter 14
Week 10 10/23 – 10/28	Music and entertainment Rentals and site layout *Directed reading and other short assignments* due Saturday *Work on Wedding Design Project Part 9: Specific Elements*	Chapter 15 Chapter 16

Week 11 10/30 – 11/4	Transportation Favors and gifts *Directed reading and other short assignments* due Saturday *Work on Wedding Design Project Part 9: Specific Elements*	Chapter 17 Chapter 18
Week 12 11/6 – 11/11	Wedding day details Business plan and office management *Directed reading and other short assignments* due Saturday *Finalize and compile full Wedding Design Project*	Chapter 19 Chapter 20
Week 13 11/13 – 11/18	Developing a marketing strategy Client relations *Directed reading and other short assignments* due Saturday. **Wedding Design Project, Final Compiled Project due Saturday, 11/18**	Chapter 21 Chapter 22
11/20 – 11/25	*Thanksgiving Break*	
Week 14 11/27 – 12/2	Vendor relations Stress management and career enrichment *Directed reading and other short assignments due Saturday*	Chapter 23 Chapter 24
Final Exam 12/6 – 12/9	*Final exam (Chapters 11-24) available Wednesday 12/6 to Saturday 12/9*	

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 https://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 https://ds.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 VIA should be directed to viahelp@gmu.edu or https://cehd.gmu.edu/aero/tk20. Questions or concerns regarding use of Blackboard should be directed to https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/.

- For information on student support resources on campus, see https://ctfe.gmu.edu/teaching/student-support-resources-on-campus

Notice of mandatory reporting of sexual assault, sexual harassment, interpersonal violence, and stalking: As a faculty member, I am designated as a "Non-Confidential Employee," and must report all disclosures of sexual assault, sexual harassment, interpersonal violence, and stalking to Mason's Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason's confidential resources, such as Student Support and Advocacy Center(SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance or support measures from Mason's Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

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

School of Sport, Recreation, and Tourism Management