

George Mason University
School of Recreation, Health and Tourism

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

DAY/TIME: Wednesday, 7:20 p.m. – 10:00 p.m.
PROFESSOR: Kevin Correll
EMAIL: kcorrel2@gmu.edu

LOCATION: Science Technology II 15
OFFICE HOURS: Before class and by appointment
OFFICE LOCATION: N/A

PREREQUISITES

None

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.

COURSE OVERVIEW

As outlined in the “evaluation” section, this course requires students to regularly attend and participate in class; complete homework, in-class assignments and directed readings; participate in multiple group assignments; submit peer evaluations; and, complete two exams.

Regular class attendance is essential to success in TOUR 190; as absenteeism, late arrival to class and early leave taking can affect a student’s overall class grade. Additionally, in order to receive full credit on any homework assignment, directed reading assignment or group assignment, timely submission is required. Any material that is submitted late will only receive half credit, and after one week past the due date, assignments will not be accepted (and students will not receive credit).

At two points during the semester, students will complete peer evaluations pertaining to the wedding project. ***Any team member that receives consistently low peer evaluations may lose up to 100 points (no credit) on the final project and final project presentation.*** The instructor will determine deduction amounts, if any, based on the team feedback. All students are held to the George Mason University Honor Code.

REQUIRED TEXTS

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

Daniels, M. & Correll, K. (2009). *TOUR 190: Wedding planning and management course packet*. (Available at the Johnson Center)

TOUR 190 TENTATIVE SCHEDULE

Class	Date	Topic / Activity	Readings CP =Course Packet
1 <i>Foundations</i>	09/01	Role and scope of wedding consultancy	Chapter 1, CP: 15-17
2 <i>Foundations</i>	09/08	Weddings, culture and religion Assignment due: Wedding Customs (CP: 19) DRA due: Bahrapour, McCarthy (CP: 20-26)	Chapter 2, CP: 19-26
3 <i>Foundations</i>	09/15	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 <i>Foundations</i>	09/22	The changing family, politics and law DRA due: Stewart, Richburg (CP: 41-46) Group time (optional)	Chapter 5, CP: 41-49
5 <i>Practice</i>	09/29	Tourism and destination weddings DRA due: Ch. 7 (CP: 69) Determining the vision Wedding timelines	Chapter 7 Chapter 10 Chapter 8
6 <i>Practice</i>	10/06	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
7 <i>Practice</i>	10/13	Midterm Exam Wedding attire and the bridal party In-class assignment (CP: 71)	Chapter 12
8 <i>Practice</i>	10/20	The ceremony Floral décor, Media Analysis	Chapter 13, CP: 63-64 Chapter 14
9 <i>Practice</i>	10/27	Stationery elements and etiquette DRA due: Ch. 18 (CP: 77) Group time (optional), Media Analysis	Chapter 18
10 <i>Practice</i>	11/03	Music and entertainment (guest presentation TBA) DRA due: Chs. 15 & 16 (CP: 73), Media Analysis	Chapter 15 Chapter 16
11 <i>Practice</i>	11/10	Rentals and site layout DRA due: Ch. 17 (CP: 75) Transportation, Media Analysis Group time (optional)	Chapter 17, CP: 65-67 Chapter 19
12 <i>Building your Business</i>	11/17	Wedding day details (guest presentation TBA) Post-wedding evaluation DRA due: Ch. 21 (CP: 79), Media Analysis Group time (optional)	Chapter 20 Chapter 21
13 <i>Building your Business</i>	12/01	Business plan, marketing and contracts Group time (optional)	Chapter 22-24
14	12/08	Project Presentations (CP: 11-12) Final Project due (CP: 7-10) Peer Evaluation, Final Project Phase due (CP: 13-14)	
15	12/15	Final Exam @ regular class time	

DIRECTED READING ASSIGNMENTS (DRA)

Author(s) and Title	Location (CP = Course Packet)	Due Date
Bahrampour: <i>Market for romance...</i> McCarthy: <i>Matchmakers, matchmakers...</i>	CP: 20-26	09/08
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	09/15
Stewart, <i>How gay marriage recognition works</i> Richburg, <i>California ruling shows hurdles remain for gay marriage</i>	CP: 41-46	09/22
Daniels & Loveless, <i>Tourism and destination weddings</i>	Chapter 7, CP: 69	09/29
Daniels & Loveless, <i>Stationery elements and etiquette</i>	Chapter 18, CP: 77	10/27
Daniels & Loveless, <i>Photography</i> Daniels & Loveless, <i>Music and entertainment</i>	Chapters 15 & 16, CP: 73	11/03
Daniels & Loveless, <i>Rentals and site layout</i>	Chapter 17, CP: 75	11/10
Daniels & Loveless, <i>Post-wedding evaluation</i>	Chapter 21, CP: 79	11/17

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 This assignment involves the selection, analysis and presentation of a piece of media that is specific to weddings. Full details are available in your course packet.		10% (.10)		As assigned
Wedding Planning Project Design, CP: 3-4 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 in your course packet.		10% (.10)		10/06
Midterm Exam		15% (.15)		10/13
Wedding Planning Project Presentation, CP: 11-12 For this presentation, your team will give an overview of select content from your final project. Full details are available in your course packet.		10% (.10)		12/08
Wedding Planning Final Project, CP: 7-10 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 in your course packet.		30% (.30)		12/08

Final Exam		10% (.10)		12/15
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	



- ❖ 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
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ 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>