

George Mason University  
School of Recreation, Health and Tourism

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

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

LOCATION: STI 206  
EMAIL ADDRESS: dfaine@gmu.edu

**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.

**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](http://www.bridalshowcase.com)) on Sunday, September 12<sup>th</sup> any point between 10:00 a.m. – 4:30 p.m. at the Dulles Expo Center. Also, there are additional dates at other locations. The dates are located on your ticket. The 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. Each student is only permitted to print out one copy of the pass and it cannot be forwarded. Additional tickets are available on-line ([www.bridalshowcase.com](http://www.bridalshowcase.com)) or at the door.

**TOUR 190 TENTATIVE SCHEDULE**

<b>Class</b>	<b>Date</b>	<b>Topic / Activity</b>	<b>Readings</b> CP =Course Packet
1	08/30	Introduction to Wedding Planning & Management	
2	09/06	No Class – Labor Day	
3	09/13	Chapter 1, CP: 15-17 Weddings, culture and religion Chapter 2, CP:19-26 <b>Assignment due:</b> Wedding Customs (CP: 19) <b>DRA due:</b> Bahrapour, McCarthy (CP: 20-26)	Chapter 1, CP: 15-17 Chapter 2, CP: 19-26
4	09/20	History and hegemony <b>DRA due:</b> Ch. 3, Brulliard, Jain (CP: 27-33) Weddings, media and consumerism 6,13,20,27	Chapter 3, CP: 27-33  Chapters 4 & 6, CP: 34-40
5	09/27	The changing family, politics and law <b>DRA due:</b> Stewart, Richburg (CP: 41-46)	Chapter 5, CP: 41-49
6	10/04	Tourism and destination weddings <b>DRA due:</b> Ch. 7 (CP: 69) Determining the vision Wedding timelines	Chapter 7  Chapter 10 Chapter 8
7	10/11	Columbus Day	<b>Group Mtgs. Tue. 10/12</b>
8	10/18	<b>Midterm Exam (Chapters 1-10)</b> Wedding attire and the bridal party In-class assignment (CP: 71)	Chapter 12
9	10/25	Wedding budgets Food, beverage and the wedding cake The Ceremony <b>Wedding Planning Project Design due</b> (CP: 3-4) <b>Peer Evaluation: Plan &amp; Design Phase due</b> (CP: 5-6)	Chapter 9, CP: 50-52 Chapter 11, CP: 53-61 Chapter 13, CP: 63-64
10	11/01	Floral décor: Guest Speaker	Chapter 14
11	11/08	Stationery elements and etiquette <b>DRA due:</b> Ch. 18 (CP:77) Music and entertainment	Chapter 18  Chapter 16
12	11/15	Photography <b>DRA due:</b> Chs. 15 & 16 (CP: 73)	Chapter 15
13	11/22	Rentals and site layout <b>DRA due:</b> Ch. 17 (CP: 75) Transportation	Chapter 17, CP: 65-67  Chapter 19
14	11/29	Wedding day details Post-wedding evaluation <b>DRA due:</b> Ch. 21 (CP: 79)	Chapter 20 Chapter 21
14	11/29	Business plan, marketing and contracts	Chapter 22-24

		<b>Project Presentations (CP: 11-12) Groups 1 – 7</b>	
15	12/06	<b>Final Project due (CP: 7-10) (Groups 8 – 14) (All final papers are due)</b> <b>Peer Evaluation, Final Project Phase due (CP: 13-14)</b> <b>Final Exam Review</b>	
16	12/20	<b>Final Exam: 4:30 p.m. – 7:15 p.m.</b>	

## DIRECTED READING ASSIGNMENTS (DRA)

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

<b>Author(s) and Title</b>	<b>Location (CP = Course Packet)</b>	<b>Due Date</b>
Bahrampour: <i>Market for romance goes from bullish to sheepish</i> McCarthy: <i>Matchmakers, matchmakers, making a mint</i>	CP: 20-26	09/13
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	09/20
Stewart, <i>How gay marriage recognition works</i> Richburg, <i>California ruling shows hurdles remain for gay marriage</i>	CP: 41-46	09/27
Daniels & Loveless, <i>Tourism and destination weddings</i>	Chapter 7, CP: 69	10/04
Daniels & Loveless, <i>Stationery elements and etiquette</i>	Chapter 18, CP: 77	11/08
Daniels & Loveless, <i>Photography</i> Daniels & Loveless, <i>Music and entertainment</i>	Chapters 15 & 16, CP: 73	11/15
Daniels & Loveless, <i>Rentals and site layout</i>	Chapter 17, CP: 75	11/22
Daniels & Loveless, <i>Post-wedding evaluation</i>	Chapter 21, CP: 79	11/29

## TOUR 190 EVALUATION

<b>Assignment</b>	<b>Grade</b>	<b>Weight</b>	<b>Points</b>	<b>Due Date</b>
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)		10/25
Midterm Exam		15% (.15)		10/18
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)		11/29 & 12/06

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)		12/06
Final Exam		10% (.10)		12/20
<b>TOTAL</b>		<b>100%</b>		

### 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. **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>]
- ❖ 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](http://www.gmu.edu/student/drc)]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>