

George Mason University
School of Recreation, Health and Tourism

TOUR 190 5P1 – Wedding Planning and Management (3)
Spring 2011

DAY/TIME: Monday, 4:30 p.m. – 7:10 p.m. LOCATION: Innovation Hall 204
PROFESSOR: Dedra Faine EMAIL ADDRESS: dfaine@gmu.edu
OFFICE HOURS: By Appointment

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

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.

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.

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) on Sunday, April 10th at any point between 11:00 a.m. – 5:00 p.m. at the Dulles Expo Center. 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.

TOUR 190 TENTATIVE SCHEDULE

	Date	Topic / Activity	Readings CP =Course Packet
1	01/24	Role and scope of wedding consultancy	Chapter 1, CP: 15-17
2	01/31	Weddings, culture and religion Assignment due: Wedding Customs (CP: 19) DRA due: Bahrapour, McCarthy (CP: 20-26)	Chapter 2, CP: 19-26
3	02/07	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	02/14	The changing family, politics and law DRA due: Stewart, Richburg (CP: 41-46) Tourism and Destination Weddings DRA due: Ch. 7 (CP:69)	Chapter 5, CP: 41-49 Chapter 7
5	02/21	Determining the vision Wedding timelines	Chapter 10 Chapter 8
6	02/28	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
	03/07	Midterm Exam (Chapters 1-7) Wedding attire and the bridal party In-class assignment (CP: 71)	
7	03/14	Spring Break – no class	Chapter 12
8	03/21	The ceremony Floral décor	Chapter 13, CP: 63-64 Chapter 14
9	03/28	Stationery elements and etiquette DRA due: Ch. 18 (CP: 77) (go get examples)....	Chapter 18
10	04/04	Photography - Presentation Music and entertainment DRA due: Chs. 15 & 16 (CP: 73)	Chapter 15 Chapter 16
11	04/11	Rentals and site layout DRA due: Ch. 17 (CP: 75) Transportation – go over slides	Chapter 17, CP: 65-67 Chapter 19
12	04/18	Wedding day details Post-wedding evaluation DRA due: Ch. 21 (CP: 79)	Chapter 20 Chapter 21
13	04/25	Business plan, marketing and contracts Project Presentations (CP: 11-12) (Group Presentation)	Chapter 22-24
14	05/02	Business plan, marketing and contracts, con. Project Presentations (CP: 11-12) Final Project due (CP: 7-10) (Group Presentations) (All final papers are due) Peer Evaluation, Final Project Phase due (CP: 13-14)	Chapters 22-24
15	05/16	Final Exam: 4:30 p.m. – 7:15 p.m.	

DIRECTED READING ASSIGNMENTS (DRA)

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

Author(s) and Title	Location (CP = Course Packet)	Due Date
Bhrampour: <i>Market for romance goes from bullish to sheepish</i> McCarthy: <i>Matchmakers, matchmakers, making a mint</i>	CP: 20-26	01/31
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	02/07
Stewart, <i>How gay marriage recognition works</i> Richburg, <i>California ruling shows hurdles remain for gay marriage</i>	CP: 41-46	02/14
Daniels & Loveless, <i>Tourism and destination weddings</i>	Chapter 7, CP: 69	02/14
Daniels & Loveless, <i>Stationery elements and etiquette</i>	Chapter 18, CP: 77	03/28
Daniels & Loveless, <i>Photography</i> Daniels & Loveless, <i>Music and entertainment</i>	Chapters 15 & 16, CP: 73	04/04
Daniels & Loveless, <i>Rentals and site layout</i>	Chapter 17, CP: 75	04/11
Daniels & Loveless, <i>Post-wedding evaluation</i>	Chapter 21, CP: 79	04/18

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		10% (.10)		As assigned
Wedding Planning Project Design, CP: 3-4		10% (.10)		02/28
Midterm Exam		15% (.15)		03/07
Wedding Planning Project Presentation, CP: 11-12		10% (.10)		04/25 & 05/02
Wedding Planning Final Project, CP: 7-10		30% (.30)		05/02
Final Exam		10% (.10)		05/16
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	

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 must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- 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>].

RHT:

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