

George Mason University
School of Recreation, Health and Tourism

TOUR 190 – Wedding Planning and Management (3)
Fall 2011

PROFESSOR: Dr. Maggie Daniels

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OFFICE HOURS: T/R 12:30 p.m. – 2:00 p.m.

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PREREQUISITES

None

COURSE POSTINGS

Our class will be part of a program that uses Blackboard LMS, called **Bb Learn 9.1 (Bb 9.1)**. A separate handout will be e-mailed to you regarding Login procedures.

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

Instructional techniques include video lectures, textbook readings, directed readings, short assignments, blog comments, peer leaders assignments and comments, a project design, a comprehensive final project, a midterm and a final examination.

REQUIRED TEXT

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

Available at the Johnson Center or Amazon.com:

[http://www.amazon.com/Wedding-Planning-Management-Consultancy-](http://www.amazon.com/Wedding-Planning-Management-Consultancy-Diverse/dp/0750682337/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1203165413&sr=1-1)

[Diverse/dp/0750682337/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1203165413&sr=1-1](http://www.amazon.com/Wedding-Planning-Management-Consultancy-Diverse/dp/0750682337/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1203165413&sr=1-1)

TOUR 190 TENTATIVE SCHEDULE

Week & Dates	Topic / Activity (Due Date)	Readings & Video Lectures
1 8/29-9/1	Role and scope of wedding consultancy Blog comments due: 9/1 by 11 p.m.	Text & Video Lecture: Chapter 1 Review: <i>Brides.com American Wedding Study</i>
2 9/6-9/8	Weddings, culture and religion Wedding customs assignment due: 9/8 by 11 p.m. Directed reading due: 9/8 by 11 p.m. Blog comments due: 9/8 by 11 p.m.	Text & Video Lecture: Chapter 2 Additional readings: <i>Riley: Love conquers all. Except religion.</i> <i>McCarthy: Matchmakers, matchmakers, making a mint</i> <i>Shapira: For millennials, love is never asking them to call you back</i>
3 9/12-9/15	History and hegemony Weddings, media and consumerism Peer leader postings due: 9/12 by 9 a.m. Directed reading due: 9/15 by 11 p.m. Blog comments due: 9/15 by 11 p.m.	Text & Video Lectures: Chapters 3, 4, 6 Lom video: <i>Bridal kidnapping</i> Additional readings: <i>Brulliard: Zulus eagerly defy ban on virginity test</i> <i>Sieff: In Afghanistan, an effort to expel excess</i> <i>Gurr: Jury awards jilted bride \$150,000</i> <i>The Royal Wedding: Official Programme</i> <i>InStyle Weddings</i>
4 9/19-9/22	The changing family, politics and law Tourism and destination weddings Peer leader postings due: 9/19 by 9 a.m. Directed reading due: 9/22 by 11 p.m. Blog comments due: 9/22 by 11 p.m.	Text & Video Lectures: Chapters 5 & 7 Additional readings: <i>Morello: When couples say "I</i>

		<p><i>do” more often it’s for keeps</i></p> <p>Sullivan: <i>Quiet Va. wife ended interracial marriage ban</i></p> <p>Somashekar: <i>NY gay marriage measure passes</i></p> <p>Wagner: <i>Marriage bill could get O’Malley stamp</i></p>
5 9/26-9/29	<p>Wedding timelines Determining the vision</p> <p>Peer leader postings due: 9/26 by 9 a.m. Blog comments due: 9/29 by 11 p.m.</p>	<p>Text & Video Lectures: Chapters 8 & 10</p> <p>Additional reading: <i>Hax: Wedding runs smack into family’s football commitment</i></p>
6 10/3-10/8	<p>Wedding budgets Food, beverage and the wedding cake</p> <p>Peer leader postings due: 10/3 by 9 a.m. Blog comments due: 10/6 by 11 p.m.</p> <p>Wedding Planning Project Design Due: Saturday, 10/8 by 11 p.m.</p>	<p>Text & Video Lectures: Chapters 9 & 11</p>
7 10/11-10/15	<p>Wedding attire and the bridal party</p> <p>Peer leader postings due: 10/11 by 9 a.m. Blog comments due: 10/13 by 11 p.m.</p> <p>Midterm Exam (Chapters 1-10): Available 10/12-10/15</p>	<p>Text & Video Lecture: Chapter 12</p>
8 10/17-10/20	<p>The ceremony Floral décor</p> <p>Peer leader postings due: 10/17 by 9 a.m. Blog comments due: 10/20 by 11:00 p.m.</p>	<p>Text & Video Lectures: Chapters 13 & 14</p>
9 10/24-10/27	<p>Stationery elements and etiquette</p> <p>Peer leader postings due: 10/24 by 9 a.m. Blog comments due: 10/27 at 11:00 p.m.</p>	<p>Text & Video Lecture: Chapter 18</p>
10 10/31-11/3	<p>Photography Music and entertainment</p> <p>Peer leader postings due: 10/31 by 9 a.m. Blog comments due: 11/3 by 11 p.m.</p>	<p>Text & Video Lectures: Chapters 15 & 16</p>
11 11/7-11/10	<p>Rentals and site layout Transportation</p>	<p>Text & Video Lectures: Chapters 17 & 19</p>

	Peer leader postings due: 11/7 by 9 a.m. Blog comments due: 11/10 by 11 p.m.	
12 11/14-11/17	Wedding day details Post-wedding evaluation Peer leader postings due: 11/14 by 9 a.m. Blog comments due: 11/17 by 11 p.m.	Text & Video Lectures: Chapters 20 & 21
13 11/21-11/22	Business plan, Marketing, Peer leader postings due: 11/21 by 9 a.m.	Text & Video Lectures: Chapter 22, 23, 24
14 11/28-12/1	Client interview, Vendor relations, Office management Blog comments due: 11/28 by 11 p.m.	Text & Video Lectures: 24, 25, 26
15 12/5-12/10	Competition, Stress management Final Project due: Saturday, 12/10 by 11 p.m.	Text & Video Lectures: Chapters 27, 28
	Final Exam (Chapters 11-28): Available 12/11 to 12/14	

TOUR 190 EVALUATION

Assignment	Weight
Online Participation and Professionalism, Peer Assignments, Reflective Comments, Short Assignments, Directed Readings (multiple grades divided by total)	20% (.20)
Peer Leader Assignment	10% (.10)
Wedding Planning Project Design	10% (.10)
Midterm Exam	15% (.15)
Wedding Planning Final Project	30% (.30)
Final Exam	15% (.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	

TOUR 190 CLASS POLICIES

- Online Participation and Professionalism** – Ongoing, timely and professional online communication skills are essential to your success in TOUR 190. Comments that are posted past the weekly due date will not receive credit. Inappropriate or unprofessional comments will not receive credit.

2. **Short Assignments and Directed Readings** – Throughout the semester, you will regularly have short assignments and directed readings. None of these assignments will be accepted late, nor can they be made up. Your lowest short assignment or directed reading grade will be dropped.
3. **Peer Leader Assignment** – For one course topic, you will be the peer leader. Your materials should be submitted to your instructor no later than 9:00 a.m. on the Monday prior to the week that your discussion topic will be posted for comment. You will receive a 20 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.
4. **Wedding Project Assignments** – You will be completing a project design and final project. These assignments will receive up to a 20 point deduction for each day the assignment is late. After one week past the due date, wedding project assignments will not be accepted and you will receive no credit.
5. **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.

ADDITIONAL RHT AND GMU POLICIES

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 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>].

