

George Mason University  
School of Recreation, Health and Tourism

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

DAY/TIME: Monday, 4:30 – 7:10 p.m.  
INSTRUCTOR: Tina Jones

LOCATION: Sandbridge Hall 107  
EMAIL ADDRESS: tjonesq@gmu.edu

**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.

**REQUIRED TEXTS**

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

TOUR 190 TENTATIVE SCHEDULE

| Class | Date  | Topic / Activity  | Readings                    |
|-------|-------|---|-----------------------------|
| 1     | 08/29 | Role and scope of wedding consultancy   | Chapter 1                   |
|       | 09/05 | Labor Day – No class  |                             |
| 2     | 09/12 | Weddings, culture and religion<br><b>Assignment due:</b> Wedding Customs<br><b>DRA due:</b> Bahrapour, McCarthy | Chapter 2                   |
| 3     | 09/19 | History and hegemony<br><b>DRA due:</b> Ch. 3, Brulliard, Jain<br>Weddings, media and consumerism               | Chapter 3<br>Chapters 4 & 6 |
| 4     | 09/26 | The changing family, politics and law   | Chapter 5, CP: 41-49        |

|    |                        |   |                                      |
|----|------------------------|---|--------------------------------------|
|    |                        | <b>DRA due:</b> Stewart, Richburg   |                                      |
| 5  | 10/3                   | Tourism and destination weddings<br><b>DRA due:</b> Ch. 7<br>Determining the vision<br>Wedding timelines  | Chapter 7<br>Chapter 10<br>Chapter 8 |
| 6  | <b>10/11<br/>Tues.</b> | Wedding budgets<br>Food, beverage and the wedding cake<br><b>Wedding Planning Project Design due</b><br><b>Peer Evaluation: Plan &amp; Design Phase due</b> | Chapter 9<br>Chapter 11              |
| 7  | 10/17                  | <b>Midterm Exam (Chapters 1-7)</b><br>Wedding attire and the bridal party<br>In-class assignment  | Chapter 12                           |
| 8  | 10/24                  | The ceremony<br>Floral décor  | Chapter 13<br>Chapter 14             |
| 9  | 10/31                  | Stationery elements and etiquette<br><b>DRA due:</b> Ch. 18   | Chapter 18                           |
| 10 | 11/7                   | Photography<br>Music and entertainment<br><b>DRA due:</b> Chs. 15 & 16  | Chapter 15<br>Chapter 16             |
| 11 | 11/14                  | Rentals and site layout<br><b>DRA due:</b> Ch. 17<br>Transportation   | Chapter 17<br>Chapter 19             |
| 12 | 11/21                  | Wedding day details<br>Post-wedding evaluation<br><b>DRA due:</b> Ch. 21  | Chapter 20<br>Chapter 21             |
| 13 | 11/28                  | Business plan, marketing and contracts<br><b>Project Presentations</b>  | Chapter 22-24                        |
| 14 | 12/5                   | Business plan, marketing and contracts, con.<br><b>Project Presentations</b><br><b>Final Project due</b><br><b>Peer Evaluation, Final Project Phase due</b> | Chapters 22-24                       |
| 15 | 12/19                  | <b>Final Exam: 4:30 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</b>         | <b>Due Date</b> |
|--|-------------------------|-----------------|
| Bhrampour: <i>Market for romance goes from bullish to sheepish</i><br>McCarthy: <i>Matchmakers, matchmakers, making a mint</i>                       | Blackboard              | 09/12           |
| Daniels & Loveless, <i>History and hegemony</i><br>Brulliard, <i>Zulus eagerly defy ban on virginity test</i><br>Jain, <i>ISO broad-minded groom</i> | Chapter 3<br>Blackboard | 09/19           |
| Stewart, <i>How gay marriage recognition works</i><br>Richburg, <i>California ruling shows hurdles remain for gay marriage</i>                       | Blackboard              | 09/26           |
| Daniels & Loveless,<br><i>Tourism and destination weddings</i>   | Chapter 7               | 10/03           |
| Daniels & Loveless,<br><i>Stationery elements and etiquette</i>  | Chapter 18              | 10/31           |
| Daniels & Loveless, <i>Photography</i><br>Daniels & Loveless, <i>Music and entertainment</i>   | Chapters 15 & 16        | 11/07           |
| Daniels & Loveless, <i>Rentals and site layout</i>   | Chapter 17              | 11/14           |
| Daniels & Loveless, <i>Post-wedding evaluation</i>   | Chapter 21              | 11/21           |

## 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  |              | 10% (.10)     |               | As assigned     |
| Wedding Planning Project Design  |              | 10% (.10)     |               | 10/11           |
| Midterm Exam   |              | 15% (.15)     |               | 10/17           |
| Wedding Planning Project Presentation  |              | 10% (.10)     |               | 11/28 & 12/5    |
| Wedding Planning Final Project   |              | 30% (.30)     |               | 12/5            |
| Final Exam   |              | 10% (.10)     |               | 12/19           |
| <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.
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.

## 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 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>].

