

George Mason University
School of Recreation, Health and Tourism

TOUR 190 – Wedding Planning and Management (3)
Fall 2012

DAY/TIME: Wednesday, 4:30 – 7:10 p.m.

LOCATION: Planetary Hall 122

INSTRUCTOR: Tina Jones

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 POSTINGS

Our class will be part of a program that uses Blackboard LMS, called **Bb Learn 9.1 (Bb 9.1)** where you will be able to obtain course postings. Please check Bb before each class.

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.

NATURE OF COURSE DELIVERY

Face to face

REQUIRED TEXTS

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-Diverse/dp/0750682337/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1203165413&sr=1-1

COURSE PACKET

A course packet is posted on Blackboard for you to use along with your textbook. The packet contains lecture outlines, project descriptions and guidelines, additional required readings, and short assignments. You will need to refer to this packet each week.

TOUR 190 TENTATIVE SCHEDULE

Class	Date	Topic / Activity	Readings
1	08/27	Role and scope of wedding consultancy	Chapter 1
	09/03	No Class – Labor Day	
2	09/10	Weddings, culture and religion	Chapter 2
3	09/17	History and hegemony Weddings, media and consumerism	Chapter 3 Chapters 4 & 6
4	09/24	The changing family, politics and law	Chapter 5
5	10/01	Tourism and destination weddings Determining the vision Wedding timelines	Chapter 7 Chapter 10 Chapter 8
6	10/09 Tuesday	Wedding budgets Food, beverage and the wedding cake Wedding Planning Project Design due Peer Evaluation: Plan & Design Phase due	Chapter 9 Chapter 11
7	10/15	Midterm Exam (Chapters 1-7) Wedding attire and the bridal party In-class assignment	Chapter 12
8	10/22	The ceremony Floral décor	Chapter 13 Chapter 14
9	10/29	Stationery elements and etiquette	Chapter 18
10	11/05	Photography Music and entertainment	Chapter 15 Chapter 16
11	11/12	Rentals and site layout Transportation	Chapter 17 Chapter 19
12	11/19	Wedding day details Post-wedding evaluation	Chapter 20 Chapter 21
13	11/26	Business plan, marketing and contracts Project Presentations	Chapter 22-24
14	12/03	Business plan, marketing and contracts, con. Project Presentations Final Project due Peer Evaluation, Final Project Phase due	Chapters 22-24
15	12/17	Final Exam: 4:30 p.m.	

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		10% (.10)		As assigned
Wedding Planning Project Design		10% (.10)		10/09
Midterm Exam		15% (.15)		10/15
Wedding Planning Project Presentation		10% (.10)		11/26 & 12/3
Wedding Planning Final Project		30% (.30)		12/3
Final Exam		10% (.10)		12/17
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

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. Directed readings and assignment questions can be found in the course packet. 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.
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.

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>].

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

