

George Mason University  
School of Recreation, Health and Tourism

TOUR 190 – Wedding Planning and Management (3)  
Spring 2013

PROFESSOR: Dr. Maggie Daniels

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

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#### PREREQUISITES

None

#### NATURE OF COURSE DELIVERY

This is an online course.

#### COURSE POSTINGS

All course materials will be managed through Blackboard, which can be accessed through <https://mymasonportal.gmu.edu/>

#### 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, a vendor interview, 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

<b>Week &amp; Dates</b>	<b>Topic / Activity (Due Date)</b>	<b>Readings &amp; Video Lectures</b>
<p>Week 1 1/22-1/24</p>	<p>Role and scope of wedding consultancy</p> <p><b>Blog comments due:</b> 1/24 by 11 p.m.</p>	<p>Text &amp; Video Lecture: Chapter 1</p> <p>Review: <i>Brides.com American Wedding Study</i></p>
<p>Week 2 1/28-1/31</p>	<p>Weddings, culture and religion</p> <p><b>Wedding customs assignment due:</b> 1/31 by 11 p.m.</p> <p><b>Directed reading due:</b> 1/31 by 11 p.m.</p> <p><b>Blog comments due:</b> 1/31 by 11 p.m.</p>	<p>Text &amp; Video Lecture: Chapter 2</p> <p>Additional readings:</p> <p>Riley: <i>Love conquers all. Except religion.</i></p> <p>Jayakumar: <i>Finding love on the run: The fast rise of mobile dating apps</i></p> <p>Shapira: <i>For millennials, love is never asking them to call you back</i></p>
<p>Week 3 2/4-2/7</p>	<p>History and hegemony Weddings, media and consumerism</p> <p><b>Peer leader approval due:</b> 2/4 by 9 a.m.</p> <p><b>Directed reading due:</b> 2/7 by 11 p.m.</p> <p><b>Blog comments due:</b> 2/7 by 11 p.m.</p>	<p>Text &amp; Video Lectures: Chapters 3, 4, 6</p> <p>Lom video: <i>Bridal kidnapping</i></p> <p>Additional readings:</p> <p>Sieff: <i>In Afghanistan, an effort to expel excess</i></p> <p>Raghavan: <i>Will hunger crisis fuel child marriages?</i></p> <p>Gurr: <i>Jury awards jilted bride \$150,000</i></p> <p><i>InStyle Weddings</i></p>
<p>Week 4 2/11-2/14</p>	<p>The changing family, politics and law Tourism and destination weddings</p> <p><b>Peer leader approval/postings due:</b> 2/11 by 9 a.m.</p> <p><b>Directed reading due:</b> 2/14 by 11 p.m.</p> <p><b>Blog comments due:</b> 2/14 by 11 p.m.</p>	<p>Text &amp; Video Lectures: Chapters 5 &amp; 7</p> <p>Additional readings:</p> <p>Morello: <i>When couples say "I</i></p>

		<p><i>do” more often it’s for keeps</i></p> <p>Sullivan: <i>Quiet Va. wife ended interracial marriage ban</i></p> <p>Laris: <i>History at the altar</i></p> <p>Marcus: <i>Wedding jitters</i></p>
<p>Week 5 2/18-2/23</p>	<p>Wedding timelines Determining the vision</p> <p><b>Peer leader approval/postings due:</b> 2/18 by 9 a.m. <b>Blog comments due:</b> 2/21 by 11 p.m. <b>Vendor Spotlight Due:</b> 2/23 by 11 p.m.</p>	<p>Text &amp; Video Lectures: Chapters 8 &amp; 10</p> <p>Additional reading:  <i>Hax: Wedding runs smack into family's football commitment</i></p>
<p>Week 6 2/25-3/2</p>	<p>Wedding budgets Food, beverage and the wedding cake</p> <p><b>Peer leader approval/postings due:</b> 2/25 by 9 a.m. <b>Blog comments due:</b> 2/28 by 11 p.m.</p> <p><b>Wedding Planning Project Design Due:</b> Saturday, 3/2 by 11 p.m.</p>	<p>Text &amp; Video Lectures: Chapters 9 &amp; 11</p>
<p>Week 7 3/4-3/7</p>	<p>Wedding attire and the bridal party</p> <p><b>Peer leader approval/postings due:</b> 3/4 by 9 a.m. <b>Blog comments due:</b> 3/7 by 11 p.m.</p> <p><b>Midterm Exam (Chapters 1-10):</b> Available 3/4-3/7</p>	<p>Text &amp; Video Lecture: Chapter 12</p>
<p>3/11-3/15</p>	<p>No class: Spring break</p>	
<p>Week 8 3/18-3/21</p>	<p>The ceremony Floral décor</p> <p><b>Peer leader approval/postings due:</b> 3/18 by 9 a.m. <b>Blog comments due:</b> 3/21 by 11:00 p.m.</p>	<p>Text &amp; Video Lectures: Chapters 13 &amp; 14</p>
<p>Week 9 3/25-3/28</p>	<p>Stationery elements and etiquette</p> <p><b>Peer leader approval/postings due:</b> 3/25 by 9 a.m. <b>Blog comments due:</b> 3/28 at 11:00 p.m.</p>	<p>Text &amp; Video Lecture: Chapter 18</p>
<p>Week 10 4/1-4/4</p>	<p>Photography Music and entertainment</p> <p><b>Peer leader postings due:</b> 4/1 by 9 a.m. <b>Blog comments due:</b> 4/4 by 11 p.m.</p>	<p>Text &amp; Video Lectures: Chapters 15 &amp; 16</p>

Week 11 4/8-4/11	Rentals and site layout Transportation  <b>Peer leader approval/postings due:</b> 4/8 by 9 a.m. <b>Blog comments due:</b> 4/11 by 11 p.m.	Text & Video Lectures: Chapters 17 & 19
Week 12 4/15-4/18	Wedding day details Post-wedding evaluation, Business plan  <b>Peer leader approval/postings due:</b> 4/15 by 9 a.m. <b>Blog comments due:</b> 4/18 by 11 p.m.	Text & Video Lectures: Chapters 20, 21, 22
Week 13 4/22-4/25	Marketing, Client interview, Vendor relations <b>Peer leader approval/postings due:</b> 4/22 by 9 a.m. <b>Blog comments due:</b> 4/25 by 11 p.m.	Text & Video Lectures: Chapters 23, 24, 25
Week 14 4/29-5/4	Office management, Competition, Stress management <b>Blog comments due:</b> 5/2 by 11 p.m. <b>Final Project due:</b> Saturday, 5/4 by 11 p.m.	Text & Video Lectures: Chapters 26, 27, 28
Week 15 Finals	<b>Final Exam (Chapters 11-28):</b> Available 5/8-5/10	

### TOUR 190 EVALUATION

Assignment	Weight
Online Blog Participation and Professionalism, Peer Assignments, Reflective Comments, Short Assignments, Directed Readings (multiple grades divided by total)	20% (.20)
Peer Leader Assignment	10% (.10)
Vendor Spotlight Assignment	5% (.05)
Wedding Planning Project Design	10% (.10)
Midterm Exam	15% (.15)
Wedding Planning Final Project	25% (.25)
Final Exam	15% (.15)
<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. **Online Participation, Blog Comments 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. For all blog assignments, you are required to comment on at least two of the postings made by your classmates. When you are the blog peer leader, you are required to comment on all initial comments made by your classmates.
2. **Short Assignments, Blog Assignments and Directed Readings** – Throughout the semester, you will regularly have short assignments, blog assignments and directed readings. None of these assignments will be accepted late, nor can they be made up. Your lowest short assignment, blog 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 up to 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. **Vendor Spotlight Assignment** – You will be completing an interview with a vendor who provides wedding services. This assignment will receive up to a 20 point deduction for each day the assignment is late. After one week past the due date, the assignment will not be accepted and you will receive no credit.
5. **Wedding Project Group Assignments** – Your group 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.
6. **Peer Evaluations** – At two points during the semester, you will complete peer evaluations as pertaining to the wedding project assignments. Any team member who receives consistently low peer evaluations may lose up to 100 points (no credit) on the final project. Your instructor will determine deduction amounts, if any, based on the team feedback.
7. **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>].

**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.

