George Mason University  
School of Recreation, Health and Tourism  

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

INSTRUCTOR: Tina Jones  
EMAIL ADDRESS: tjonesq@gmu.edu

OFFICE HOURS: by appointment

PREREQUISITES
None

NATURE OF COURSE DELIVERY
This is an online course.

COURSE POSTINGS
Our class uses Blackboard LMS, Bb Learn 9.1 (Bb 9.1). All course materials will be managed through Blackboard.

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

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
# TOUR 190 TENTATIVE SCHEDULE

<table>
<thead>
<tr>
<th>Week &amp; Dates</th>
<th>Topic / Activity (Due Date)</th>
<th>Readings &amp; Video Lectures</th>
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<tr>
<td><strong>Week 1</strong> 8/26 – 8/29</td>
<td>Role and scope of wedding consultancy</td>
<td>Text &amp; Video Lecture: Chapter 1&lt;br&gt;Review: Brides.com American Wedding Study</td>
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<td><strong>Week 1</strong> 8/26 – 8/29</td>
<td><strong>Information Sheet due:</strong> 8/29 by 11 p.m.&lt;br&gt;<strong>Blog comments due:</strong> 8/29 by 11 p.m.</td>
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<td><strong>Week 2</strong> 9/3 – 9/5</td>
<td>Weddings, culture and religion</td>
<td>Text &amp; Video Lecture: Chapter 2&lt;br&gt;Additional readings: &lt;br&gt;Riley: <em>Love conquers all. Except religion.</em>&lt;br&gt;Jayakumar: <em>Finding love on the run: The fast rise of mobile dating apps</em>&lt;br&gt;Shapira: <em>For millennials, love is never asking them to call you back</em></td>
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<tr>
<td><strong>Week 2</strong> 9/3 – 9/5</td>
<td><strong>Wedding customs assignment due:</strong> 9/5 by 11 p.m.&lt;br&gt;<strong>Directed reading due:</strong> 9/5 by 11 p.m.&lt;br&gt;<strong>Blog comments due:</strong> 9/5 by 11 p.m.</td>
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<tr>
<td><strong>Week 3</strong> 9/9 – 9/12</td>
<td>History and hegemony&lt;br&gt;Weddings, media and consumerism</td>
<td>Text &amp; Video Lectures: Chapters 3, 4, 6&lt;br&gt;Lom video: <em>Bridal kidnapping</em>&lt;br&gt;Additional readings: &lt;br&gt;Sieff: <em>In Afghanistan, an effort to expel excess</em>&lt;br&gt;Raghavan: <em>Will hunger crisis fuel child marriages?</em>&lt;br&gt;Gurr: <em>Jury awards jilted bride $150,000</em>&lt;br&gt;InStyle Weddings</td>
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<tr>
<td><strong>Week 3</strong> 9/9 – 9/12</td>
<td><strong>Peer leader approval due:</strong> 9/9 by 9 a.m.&lt;br&gt;<strong>Directed reading due:</strong> 9/12 by 11 p.m.&lt;br&gt;<strong>Blog comments due:</strong> 9/12 by 11 p.m.</td>
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| **Week 4** 9/16 – 9/19 | The changing family, politics and law<br>Tourism and destination weddings | Text & Video Lectures: Chapters 5 & 7<br>Additional readings: <br>Morello: *When couples say “I*
| Week 5 9/23 – 9/26 | Wedding timelines  
Determining the vision  
**Peer leader approval/postings due:** 9/23 by 9 a.m.  
**Blog comments due:** 9/26 by 11 p.m.  
**Wedding Planning Project Design Due:**  
Saturday, 10/5 by 11 p.m.  
**Text & Video Lectures:**  
Chapters 8 & 10  
**Additional reading:**  
Hax: *Wedding runs smack into family’s football commitment* |
|---|---|
| Week 6 9/30 – 10/5 | Wedding budgets  
Food, beverage and the wedding cake  
**Peer leader approval/postings due:** 9/30 by 9 a.m.  
**Blog comments due:** 10/3 by 11 p.m.  
**Wedding Planning Project Design Due:**  
Saturday, 10/5 by 11 p.m.  
**Text & Video Lectures:**  
Chapters 9 & 11 |
| Week 7 10/7 – 10/10 | Wedding attire and the bridal party  
**Peer Evaluation Sheet Due:** 10/8 by 11:00 p.m.  
**Peer leader approval/postings due:** 10/7 by 9 a.m.  
**Blog comments due:** 10/10 by 11 p.m.  
**Midterm Exam (Chapters 1-10):**  
Available 10/7 – 10/10  
**Text & Video Lecture:**  
Chapter 12 |
| Week 8 10/15–10/17 | The ceremony  
Floral décor  
**Peer leader postings due:** 10/15 by 9 a.m.  
**Blog comments due:** 10/17 by 11:00 p.m.  
**Text & Video Lectures:**  
Chapters 13 & 14 |
| Week 9 10/21-10/24 | Stationery elements and etiquette  
**Peer leader postings due:** 10/21 by 9 a.m.  
**Blog comments due:** 10/24 at 11:00 p.m.  
**Text & Video Lecture:**  
Chapter 18 |
| Week 10 10/28–10/31 | Photography  
Music and entertainment  
**Peer leader postings due:** 10/28 by 9 a.m.  
**Blog comments due:** 10/31 by 11 p.m.  
**Text & Video Lectures:**  
Chapters 15 & 16 |
| Week 11  | 11/4-11/7 | Rentals and site layout  
Transportation  
**Vendor Spotlight Due:** 11/9 by 11 p.m  
**Peer leader approval/postings due:** 11/4 by 9 a.m.  
**Blog comments due:** 11/7 by 11 p.m.  
Text & Video Lectures: Chapters 17 & 19 |
|----------|-----------|-----------------------------------------------------------------------------------------------------------------|
| Week 12  | 11/11-11/14 | Wedding day details  
Post-wedding evaluation  
**Peer leader postings due:** 11/11 by 9 a.m.  
**Blog comments due:** 11/14 by 11 p.m.  
Text & Video Lectures: Chapters 20 & 21 |
| Week 13  | 11/18-11/21 | Business Plan  
Marketing  
**Peer leader postings due:** 11/18 by 9 a.m.  
**Blog comments due:** 11/21 by 11 p.m.  
Text & Video Lectures: Chapters 22 & 23 |
| Week 14  | 11/25-11/26 | Client interview  
Vendor relations  
**Blog comments due:** 11/21 by 11 p.m.  
Text & Video Lectures: Chapters 24 & 25 |
| Week 15  | 12/2-12/5 | Office management, Competition, Stress management  
**Final Project due:** Saturday, 12/7 by 11 p.m.  
Text & Video Lectures: Chapters 26, 27, 28 |
| Week 16  | Finals | Peer Evaluation Sheet II due: **12/10 by 11 p.m.**  
**Final Exam (Chapters 11-28):**  
Available 12/11 -12/13 |

**TOUR 190 EVALUATION**

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<tr>
<th>Assignment</th>
<th>Weight</th>
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<tr>
<td>Online Participation and Professionalism, Peer Assignments, Reflective Comments, Short Assignments, Directed Readings (multiple grades divided by total)</td>
<td>20% (.20)</td>
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<tr>
<td>Peer Leader Assignment</td>
<td>10% (.10)</td>
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<td>Vendor Spotlight Assignment</td>
<td>5% (.05)</td>
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<tr>
<td>Wedding Planning Project Design</td>
<td>10% (.10)</td>
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<tr>
<td>Midterm Exam</td>
<td>15% (.15)</td>
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<tr>
<td>Wedding Planning Final Project</td>
<td>25% (.25)</td>
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<tr>
<td>Final Exam</td>
<td>15% (.15)</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
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**Grading Scale**
TOUR 190 CLASS POLICIES

1. **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.

   NOTE: Your lowest short assignment, directed reading or blog post 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 Team Project Assignments** – You will be completing a group project design and group 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 your group will receive no credit.

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.

### 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.