

George Mason University  
School of Recreation, Health and Tourism

TOUR 190 – Wedding Planning and Management (3)  
Spring 2015

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OFFICE HOURS: By Appointment

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.

DELIVERY METHOD:

This course will be delivered online using an **asynchronous** (not “real time”) format via the Blackboard learning management system (LMS) housed in the [MyMason](#) portal. You will log in to the Blackboard course site using your Mason email name (everything before “@masonlive.gmu.edu”) and email password. The course site will be available on **Tuesday, January 20, 2015 at 9:00 a.m.**

TECHNICAL REQUIREMENTS:

To participate in this course, students will need the following resources:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox. Opera and Safari are **not** compatible with Blackboard;
- Consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of the course requirements.
- The following software plug-ins for Pcs and Macs respectively, available for free downloading by clicking on the link next to each plug-in:
  - Adobe Acrobat Reader: <http://get.adobe.com/reader/>
  - Windows Media Player: <http://windows.microsoft.com/en-US/windows/downloads/windows-media-player>
  - Apple QuickTime Player: [www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)

EXPECTATIONS:

- **Course Week:** Because online courses do not have a “fixed” meeting day, our week will generally **start** on **Monday**, and **finish** on **Thursday**. Exceptions are noted on the course schedule.

- **Log-in Frequency:** Students must actively check the course Blackboard site and their GMU email for communications from the instructor, at a minimum this should be 3 times per week.
- **Participation:** Students are expected to actively engage in all course activities throughout the semester, which include viewing of all course materials, completing course activities and assignments, and participating in course discussions and online group interactions.
- **Technical Competence:** Students are expected to demonstrate competence in the use of all course technology. Students are expected to seek assistance if they are struggling with technical components of the course.
- **Technical Issues:** Students should expect that they could experience some technical difficulties at some point in the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- **Workload:** Expect to log in to this course **at least 3 times a week** to read announcements, participate in the discussions, and work on course materials. Remember, this course is **not** self-paced. There are **specific deadlines** and **due dates** listed in the **CLASS SCHEDULE** section of this syllabus to which you are expected to adhere. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- **Advising:** If you would like to schedule a one-on-one meeting to discuss course requirements, content or other course-related issues, and you are unable to come to the Mason campus, we can meet via telephone or web conference. Send me an email to schedule your one-on-one session and include your preferred meeting method and suggested dates/times.
- **Netiquette:** Our goal is to be collaborative, not combative. Experience shows that even an innocent remark in the online environment can be misconstrued. I suggest that you always re-read your responses carefully before you post them to encourage others from taking them as personal attacks. Be positive in your approach to others and diplomatic with your words. I will do the same. Remember, you are not competing with each other but sharing information and learning from one another as well as from the instructor.

## 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 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. (2014). *Wedding planning and management: Consultancy for diverse clients*, 2<sup>nd</sup> edition. Milton Park: Routledge.

Available at Amazon.com:

[http://www.amazon.com/Wedding-Planning-Management-Consultancy-Diverse/dp/0415644453/ref=dp\\_ob\\_title\\_bk](http://www.amazon.com/Wedding-Planning-Management-Consultancy-Diverse/dp/0415644453/ref=dp_ob_title_bk)

**TOUR 190 TENTATIVE SCHEDULE**

| <b>Week</b>           | <b>Topics / Activities</b>  | <b>Readings</b>        |
|-----------------------|---|------------------------|
| Week 1<br>1/20 – 1/22 | Role and scope of wedding consultancy <ul style="list-style-type: none"> <li>• Information sheet due Thursday 1/22 by 11 p.m.</li> <li>• Directed reading due Thursday 1/22 by 11 p.m.</li> <li>• Blog comments due Thursday 1/22 by 11 p.m.</li> </ul>                                     | Chapter 1              |
| Week 2<br>1/26 – 1/29 | Weddings and culture <ul style="list-style-type: none"> <li>• Directed reading due Thursday 1/29 by 11 p.m.</li> <li>• Blog comments due Thursday 1/29 by 11 p.m.</li> <li>• Wedding customs assignment due Thursday 1/29 by 11 p.m.</li> </ul>   | Chapter 2              |
| Week 3<br>2/2 – 2/5   | Consumerism and the mediated construction of weddings <ul style="list-style-type: none"> <li>• Peer leader approval due Monday 2/2 by 9 a.m.</li> <li>• Directed reading due Thursday 2/5 by 11 p.m.</li> <li>• Blog comments due Thursday 2/5 by 11 p.m.</li> </ul>                        | Chapter 3              |
| Week 4<br>2/9 – 2/12  | The changing family, politics and law<br>Tourism and destination weddings <ul style="list-style-type: none"> <li>• Peer leader approval due Monday 2/9 by 9 a.m.</li> <li>• Directed readings due Thursday 2/12 by 11 p.m.</li> <li>• Blog comments due Thursday 2/12 by 11 p.m.</li> </ul> | Chapter 4<br>Chapter 5 |
| Week 5<br>2/16 – 2/19 | Determining the vision<br>Wedding budgets <ul style="list-style-type: none"> <li>• Peer leader approval due Monday 2/16 by 9 a.m.</li> <li>• Directed readings due Thursday 2/19 by 11 p.m.</li> <li>• Blog comments due Thursday 2/19 by 11 p.m.</li> </ul>                                | Chapter 6<br>Chapter 7 |
| Week 6<br>2/23 – 2/28 | Wedding timelines<br>Food, beverage and the wedding cake <ul style="list-style-type: none"> <li>• Peer leader approval due Monday 2/23 by 9 a.m.</li> <li>• Directed readings due 2/26 by 11 p.m.</li> </ul>  | Chapter 8<br>Chapter 9 |

|                        |   |                          |
|------------------------|---|--------------------------|
|                        | <ul style="list-style-type: none"> <li>• Blog comments due 2/26 by 11 p.m.</li> <li>• Wedding planning project design due Saturday 2/28 by 11 p.m.</li> </ul>   |                          |
| Week 7<br>3/2 – 3/6    | <p>Wedding attire and the bridal party</p> <ul style="list-style-type: none"> <li>• Peer leader approval due Monday 3/2 by 9 a.m.</li> <li>• Directed reading due Thursday 3/5 by 11 p.m.</li> <li>• Blog comments due Thursday 3/5 by 11 p.m.</li> <li>• Peer evaluation due Thursday 3/5 by 11 p.m.</li> <li>• Midterm (Chapters 1-10) available Tuesday 3/3 to Friday 3/6</li> </ul> | Chapter 10               |
| Week 8<br>3/16 – 3/19  | <p>The ceremony<br/>Floral décor</p> <ul style="list-style-type: none"> <li>• Peer leader approval due Monday 3/16 by 9 a.m.</li> <li>• Directed readings due Thursday 3/19 by 11 p.m.</li> <li>• Blog comments due Thursday 3/19 by 11 p.m.</li> </ul>   | Chapter 11<br>Chapter 12 |
| Week 9<br>3/23 – 3/26  | <p>Stationery elements and etiquette<br/>Photography and videography</p> <ul style="list-style-type: none"> <li>• Peer leader approval due Monday 3/23 by 9 a.m.</li> <li>• Directed readings due Thursday 3/26 by 11 p.m.</li> <li>• Blog comments due Thursday 3/26 by 11 p.m.</li> </ul>   | Chapter 13<br>Chapter 14 |
| Week 10<br>3/30 – 4/2  | <p>Music and entertainment<br/>Rentals and site layout</p> <ul style="list-style-type: none"> <li>• Peer leader approval due Monday 3/30 by 9 a.m.</li> <li>• Directed readings due Thursday 4/2 by 11 p.m.</li> <li>• Blog comments due Thursday 4/2 by 11 p.m.</li> </ul>   | Chapter 15<br>Chapter 16 |
| Week 11<br>4/6 – 4/9   | <p>Transportation<br/>Favors and gifts</p> <ul style="list-style-type: none"> <li>• Peer leader approval due Monday 4/6 by 9 a.m.</li> <li>• Directed readings due Thursday 4/9 by 11 p.m.</li> <li>• Blog comments due Thursday 4/9 by 11 p.m.</li> </ul>  | Chapter 17<br>Chapter 18 |
| Week 12<br>4/13 – 4/16 | <p>Wedding day details<br/>Business plan and office management</p> <ul style="list-style-type: none"> <li>• Peer leader approval due Monday 4/13 by 9 a.m.</li> <li>• Directed readings due Thursday 4/16 by 11 p.m.</li> <li>• Blog comments due Thursday 4/16 by 11 p.m.</li> </ul>   | Chapter 19<br>Chapter 20 |
| Week 13<br>4/20 – 4/23 | <p>Developing a marketing strategy<br/>Client relations</p> <ul style="list-style-type: none"> <li>• Peer leader approval due Monday 4/20 by 9 a.m.</li> </ul>  | Chapter 21<br>Chapter 22 |

|                        |  |                          |
|------------------------|--|--------------------------|
|                        | <ul style="list-style-type: none"> <li>Directed readings due Thursday 4/23 by 11 p.m.</li> <li>Blog comments due Thursday 4/23 by 11 p.m.</li> </ul>   |                          |
| Week 14<br>4/27 – 4/30 | Vendor relations<br>Stress management and career enrichment <ul style="list-style-type: none"> <li>Directed reading due Thursday 4/30 by 11 p.m.</li> <li>Blog comments due Thursday 4/30 by 11 p.m.</li> <li>Wedding Planning Final Project due Saturday 5/2 by 11pm</li> </ul> | Chapter 23<br>Chapter 24 |
| Week 15<br>5/6 – 5/8   | Final Exam Week <ul style="list-style-type: none"> <li>Peer evaluation phase II due Thursday 5/7 by 11 p.m.</li> <li>Final Exam (Chapters 11-24) available Wednesday 5/6 to Friday 5/8</li> </ul>  |                          |

### ASSIGNMENT/PROJECT DESCRIPTIONS

**Directed Reading Assignments, Blogs and Other Short Assignments** – For each chapter, there will be a directed reading assignment and blog to complete. Additional short assignments may be assigned as well. None of these assignments will be accepted late, nor can they be made up.

**Peer Leader Assignment** – Each student will be assigned a specific chapter to lead the blog discussions. Students will research an engaging piece of media that relates to the chapter, develop questions for the class that stimulate discussion and comment on all blog posts.

**Wedding Planning Project Design** – Students will work in small teams to design a wedding. This will start the thought process regarding what will ultimately be a much larger final project. This project will include discussions about the couple, unique situations, theme & vision, number of guests, budget, potential venue sites, timeline and vendors.

**Wedding Planning Final Project** – Each team will complete a comprehensive wedding project detailing specific elements common to weddings. Students will also complete a detailed budget, a risk management plan, a post-wedding evaluation form, and a production schedule and update all areas included in the project design. This project will demonstrate the student’s ability to design and plan a wedding from start to finish.

### WEDDING PLANNING & MANAGEMENT EVALUATION

| Assignment   | Weight    |
|--|-----------|
| Directed readings, Blog comments, Other short assignments (multiple grades divided by total) | 25% (.25) |
| Peer Leader Assignment   | 10% (.10) |
| 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 Wedding Planning & Management. 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. **Directed Readings, Blog Assignments and Other Short Assignments** – Throughout the semester, you will regularly have directed readings, blog assignments and other short assignments. None of these assignments will be accepted late, nor can they be made up. Your lowest directed reading, blog assignment or short assignment 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. **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.
5. **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.
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 must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

### *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>].

**PROFESSIONAL BEHAVIOR:** Students are expected to exhibit professional behaviors and dispositions at all times.

**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.

