

**George Mason University**  
**College of Education and Human Development**  
Tourism and Events Management

TOUR 190 (A01) – Wedding Planning and Management  
3 Credits, Summer 2020  
Online

**Faculty**

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**Prerequisites/Co-requisites**

None

**University Catalog 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 Overview**

Instructional techniques include directed readings, short assignments, blog comments, peer leader assignments, a wedding website project, a midterm and a final examination.

**Course Delivery Method**

This course will be delivered online (76% or more) using an asynchronous 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 or before **Monday, June 1st at 9:00 a.m.**

**Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.**

### *Technical Requirements*

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Please submit assignments as Microsoft Office files (Word, Excel, PowerPoint, etc.) or Adobe pdf files, unless otherwise specified. Please do not submit .pages files. If you elect to submit a file or link through Google docs, be certain to make the information public so it can be opened by your instructor.
- Students must maintain 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 course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:
  - [Adobe Acrobat Reader: <https://get.adobe.com/reader/>]
  - [Windows Media Player: <https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>]
  - [Apple Quick Time Player: [www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)]

### *Expectations*

- Course Week and US Eastern Time (ET): Because asynchronous courses do not have a "fixed" meeting day, our general course week will start on Monday, and finish on Saturday at 11:59 p.m., using US Eastern Time. Assignment due dates may fall on different days of the week, but all days and times will be standardized using ET. If you are taking this course from a different location, remain cognizant of the time difference, as ET deadlines will apply to all assignments.
- Log-in Frequency: Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least 3 times per week.
- Participation: Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence: Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.

- Technical Issues: Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- Workload: Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- Instructor Support: Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- Netiquette: The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- Accommodations: Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

## **Learner Outcomes**

This course is designed to enable students to do the following:

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

## **Course Performance Evaluation**

Students are expected to submit all assignments on time in the manner outlined by the instructor.

## Assignments and Examinations

**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** – Students will create and lead blog discussions. Students will locate and share media selections that relate to a chapter in the text, develop questions for the class that stimulate discussion, comment on blog posts and complete a post-blog analysis.

**Wedding Website Project** – Each student will complete a comprehensive wedding website detailing specific elements common to weddings. Students will create the details as pertaining to a hypothetical couple. Details will relate to the couple, theme/vision, unique situations, guests, budget, timeline, production schedule and specific elements. This project will demonstrate the student's ability to design and plan a wedding from start to finish.

**Midterm Exam** – Chapters 1-10

**Final Exam** – Chapters 11-24

## Other Requirements

**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 a minimum of **two** of the postings made by your classmates.

**Directed Readings, Blog Assignments and Other Short Assignments** – Throughout the semester, you will regularly have directed reading assignments, 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.

**Peer Leader Assignment** – Your materials should be submitted to your instructor through Blackboard, with due dates as noted on the assignment. You will receive up to a 15-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.

**Wedding Website Project** – You will be completing a wedding website for a hypothetical couple. This assignment will receive up to a 20-point deduction for each day the

assignment is late. After one week past the due date, this assignment will not be accepted, and you will receive no credit.

**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.

### Course Performance Evaluation Weighting

Assignment	Weight
Directed readings, blog comments, other short assignments (multiple grades divided by total)	25% (.25)
Peer Leader Assignment	10% (.10)
Midterm Exam	15% (.15)
Wedding Website Project	30% (.30)
Final Exam	20% (.20)
<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	

### Professional Dispositions

See <https://cehd.gmu.edu/students/polices-procedures/>

## Class Schedule

Week	Topics / Activities	Readings
Week 1 6/1 – 6/6	Role and scope of wedding consultancy Weddings and culture Consumerism and the mediated construction of weddings <ul style="list-style-type: none"> <li>• <b>Information sheet due Saturday 6/6</b></li> <li>• <b>Directed readings due Saturday 6/6</b></li> <li>• <b>Blog comments due Saturday 6/6</b></li> </ul>	Chapter 1-3
Week 2 6/8 – 6/13	The changing family, politics and law Tourism and destination weddings Determining the vision Wedding budgets Wedding timelines Food, beverage and the wedding cake <ul style="list-style-type: none"> <li>• <b>Directed readings due Saturday 6/13</b></li> <li>• <b>Blog comments due Saturday 6/13</b></li> </ul>	Chapters 4-9
Week 3 6/15 – 6/20	Wedding attire and the bridal party The ceremony Floral décor Stationery elements and etiquette Photography and videography <ul style="list-style-type: none"> <li>• <b>Midterm Exam (Chapters 1-10) available Tuesday 6/16 to Wednesday 6/17</b></li> <li>• <b>Directed readings due Saturday 6/20</b></li> <li>• <b>Blog comments due Saturday 6/20</b></li> </ul>	Chapters 10-14
Week 4 6/22 – 6/27	Music and entertainment Rentals and site layout Transportation Favors and gifts Wedding day details Business plan and office management <ul style="list-style-type: none"> <li>• <b>Directed readings due Saturday 6/27</b></li> <li>• <b>Blog comments due Saturday 6/27</b></li> </ul>	Chapters 15-20
Week 5 6/29– 7/3	Developing a marketing strategy Client relations Vendor relations Stress management and career enrichment <ul style="list-style-type: none"> <li>• <b>Wedding Website Final Project due Monday 6/29 by 11 p.m.</b></li> <li>• <b>Directed readings due Wednesday 7/1</b></li> <li>• <b>Blog comments due Wednesday 7/1</b></li> <li>• <b>Final Exam (Chapters 11-24) available Thursday 7/2 to Friday 7/3</b></li> </ul>	Chapters 21-24

Note 1: Faculty reserves the right to alter the schedule as necessary, with notification to students.

Note 2: For peer leader assignment due dates, check the assignment guidelines to see the specific deadlines that apply to you or your team.

## **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: <http://cehd.gmu.edu/values/>.

## **GMU Policies and Resources for Students**

### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- Students must follow the university policy for Responsible Use of Computing (see <https://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <https://ds.gmu.edu> ).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

### *Campus Resources*

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>.

- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

**Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:** As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing [titleix@gmu.edu](mailto:titleix@gmu.edu).

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/>.