

George Mason University
College of Education and Human Development
School of Sport, Recreation and Tourism Management
Tourism and Events Management (TEM) Program

TOUR 190 – Wedding Planning and Management
3 Credits, Spring 2023
Thursdays, 12:00-1:15 pm, 1106 Peterson Hall

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 design project, a midterm and a final examination.

Course Delivery Method

This course will be delivered in a hybrid format, with approximately 50% using an asynchronous format via the Blackboard learning management system (LMS) housed in the MyMason portal and approximately 50% in person. 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, January 23 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).
- 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/]

Expectations

- Course Week: Our course week will start on Monday and finish on Thursday.
- 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 outside of regular classroom time.
- 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., & Wosicki, C. (2021). *Wedding planning and management: Consultancy for diverse clients*, 3rd 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

In-class Participation, Online Comments and Professionalism – Ongoing, timely and professional in-person and online communication skills are essential to your success in *Wedding Planning & Management*. For all blog assignments, you are required to comment on a minimum of **two** of the postings made by your classmates.

Directed Readings, Blogs and Other Short Assignments – For each chapter, there will be a directed reading assignment. Directed readings must be submitted in Blackboard using Microsoft Word or saved and submitted as PDF files. You also will complete blogs 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.

Discussion Leader Assignment – Students will lead discussions that expand upon the information in the textbook. You will locate and share a media selection that relates to a chapter in the text, summarize the material, develop a thought-provoking question and engage classmates in the discussion. Your materials should be submitted to your instructor through Blackboard no later than 11:59 p.m. on the dates indicated with the assignment. 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.

Wedding Design Project and PowerPoint Presentation – You will work with a group to complete a comprehensive wedding design project for a hypothetical couple detailing specific elements common to weddings. Details will relate to the couple, theme/vision, unique situations, guests, budget, timeline and specific elements. This project will demonstrate the group’s ability to design and plan a wedding from start to finish. Two submission options include: 1) Website; or 2) Word document saved as pdf file. 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 your group will receive no credit.

You will also complete a PowerPoint (or similar platform) presentation of no more than 10 minutes that highlights the main features of the project. All team members must deliver portions of the presentation.

Midterm and Final Exams – The midterm (Chapters 1-10) and final (Chapters 11-24) exams must be completed on the scheduled dates. Only documented absences will be considered for make-up exams.

Course Performance Evaluation Weighting

Assignment	Weight
Attendance, participation and in-class work (multiple grades divided by total)	10% (0.10)
Directed readings and other short assignments (multiple grades divided by total)	20% (0.20)
Discussion Leader Assignment	5% (0.05)
Midterm Exam	15% (0.15)
Wedding Design Project	30% (0.30)
Wedding Design Project Presentation	5% (0.05)
Final Exam	15% (0.15)
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	

Professional Dispositions

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

Class Schedule

Week	Topics / Activities	Readings
Week 1 1/23 – 1/26	Role and scope of wedding consultancy <ul style="list-style-type: none"> • Information sheet due 1/26 at 12:00 noon • Directed reading assignment due 1/26 at 12:00 noon • Blog comments due 1/26 at 12:00 noon 	Chapter 1
Week 2 1/30 – 2/2	Weddings and culture <ul style="list-style-type: none"> • Directed reading assignment due 2/2 at 12:00 noon • Blog comments due 2/2 at 12:00 noon 	Chapter 2
Week 3 2/6 – 2/9	Consumerism and the mediated construction of weddings <ul style="list-style-type: none"> • Directed reading assignment due 2/9 at 12:00 noon • Blog comments due 2/9 at 12:00 noon 	Chapter 3
Week 4 2/13 – 2/16	The changing family, politics and law Tourism and destination weddings <ul style="list-style-type: none"> • Directed reading assignment due 2/16 at 12:00 noon 	Chapter 4 Chapter 5
Week 5 2/20 – 2/23	Determining the vision Wedding budgets <ul style="list-style-type: none"> • Directed reading assignment due 2/23 at 12:00 noon 	Chapter 6 Chapter 7
Week 6 2/27 – 3/2	Wedding timelines Food, beverage and the wedding cake <ul style="list-style-type: none"> • Directed reading assignment due 3/2 at 12:00 noon 	Chapter 8 Chapter 9
Week 7 3/6 – 3/9	Wedding attire and the bridal party <ul style="list-style-type: none"> • Directed reading assignment due • Project status update 1 due 3/9 at 12:00 noon 	Chapter 10
3/13-3/19	Spring Recess	
Week 8 3/20 – 3/23	The ceremony Floral décor <ul style="list-style-type: none"> • Directed reading assignment due 3/23 at 12:00 noon • Midterm Exam (Chapters 1-10), Thursday 3/23 	Chapter 11 Chapter 12
Week 9 3/27 – 3/30	Stationery elements and etiquette Photography and videography <ul style="list-style-type: none"> • Directed reading assignment due 3/30 at 12:00 noon 	Chapter 13 Chapter 14
Week 10 4/3 – 4/6	Music and entertainment Rentals and site layout <ul style="list-style-type: none"> • Directed reading assignment due 4/6 at 12:00 noon • Project status update 2 due 4/6 at 12:00 noon 	Chapter 15 Chapter 16
Week 11 4/10 – 4/13	Transportation Favors and gifts <ul style="list-style-type: none"> • Directed reading assignment due 4/13 at 12:00 noon 	Chapter 17 Chapter 18
Week 12 4/17 – 4/20	Wedding day details Business plan and office management <ul style="list-style-type: none"> • Directed reading assignment due 4/20 at 12:00 noon • Wedding Design Project due 4/20 at 12:00 noon. 	Chapter 19 Chapter 20

Week 13 4/24 – 4/27	Developing a marketing strategy Client relations <ul style="list-style-type: none"> Directed reading assignment due 4/27 at 12:00 noon Presentation slides due, all groups, 4/27 at 12:00 noon Half the groups will present 	Chapter 21 Chapter 22
Week 14 5/1 – 5/4	Vendor relations Stress management and career enrichment <ul style="list-style-type: none"> Directed reading assignment due 5/4 at 12:00 noon Half the groups will present 	Chapter 23 Chapter 24
Final Exam 5/11	Final exam (Chapters 11-24). Thursday 5/11, 10:30 am – 1:15 pm. Note the unusual start time!	

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

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

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 VIA should be directed to viahelp@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, sexual harassment, interpersonal violence, and stalking: As a faculty member, I am designated as a “Non-Confidential Employee,” and must report all disclosures of sexual assault, sexual harassment, 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 or support measures from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

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

