

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 2024
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 design 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 **Tuesday, January 16th 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: Because asynchronous courses do not have a "fixed" meeting day, our week will start on Monday, and finish on Saturday.
- 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., & Wosicki, C. (2020). *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

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

Wedding Design Project – You will complete a comprehensive wedding design project 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 and specific elements. This project will demonstrate the student's ability to design and plan a wedding from start to finish.

Quizzes – You will have four quizzes, each covering six chapters:

- Quiz 1** – Chapters 1-6
- Quiz 2** – Chapters 7-12
- Quiz 3** – Chapters 13-18
- Quiz 4** – Chapters 19-24

Other Requirements

Submissions – All work must be submitted through Blackboard. Directed readings must be submitted using Microsoft Word or saved and submitted as PDF files.

Online Participation, Blog Comments, and Professionalism – Ongoing, timely, and professional online communication skills are essential to your success in Wedding Planning an 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. Directed readings must be submitted using Microsoft Word or saved and submitted as PDF files.

Wedding Design Project – You will be completing a wedding design 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.

Quizzes – The four quizzes are open book and must be completed on the scheduled dates. Only documented absences will be considered for make-up quizzes.

Course Performance Evaluation Weighting

Assignment	Weight
Directed reading assignments, blog comments, other short assignments (multiple grades divided by total)	30% (.30)
Quiz #1 (Chapters 1-6)	10% (.10)
Quiz #2 (Chapters 7-12)	10% (.10)
Quiz #3 (Chapters 13-18)	10% (.10)
Quiz #4 (Chapters 19-24)	10% (.10)
Wedding Design Project	30% (.30)
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 1/16 – 1/20	Role and scope of wedding consultancy <ul style="list-style-type: none"> • Information sheet due Saturday • Blog comments due Saturday 	Chapter 1
Week 2 1/22 – 1/27	Weddings and culture <ul style="list-style-type: none"> • Directed reading assignment due Saturday • Blog comments due Saturday 	Chapter 2
Week 3 1/29 – 2/3	Consumerism and the mediated construction of weddings The changing family, politics and law <ul style="list-style-type: none"> • Directed reading assignment due Saturday • Blog comments due Saturday 	Chapter 3 Chapter 4
Week 4 2/5 – 2/10	Tourism and destination weddings Determining the vision <ul style="list-style-type: none"> • Directed reading assignment due Saturday 	Chapter 5 Chapter 6
Week 5 2/12 – 2/17	Wedding budgets Wedding timelines <ul style="list-style-type: none"> • Directed reading assignment due Saturday • <i>Quiz #1 (Chapters 1-6) available Thursday 2/15 to Saturday 2/17</i> 	Chapter 7 Chapter 8
Week 6 2/19 – 2/24	Food, beverage and the wedding cake Wedding attire and the bridal party <ul style="list-style-type: none"> • Directed reading assignment due Saturday • Blog comments due Saturday 	Chapter 9 Chapter 10
Week 7 2/26 – 3/2	The ceremony Floral décor <ul style="list-style-type: none"> • Directed reading assignment due Saturday • Wedding Design Project Status Update 1 due Saturday 	Chapter 11 Chapter 12
3/4 – 3/10	Spring Recess (no classes)	
Week 8 3/11 – 3/16	Stationery elements and etiquette Photography and videography <ul style="list-style-type: none"> • Directed reading assignment due Saturday • <i>Quiz #2 (Chapters 7-12) available Thursday 3/14 to Saturday 3/16</i> 	Chapter 13 Chapter 14
Week 9 3/18 – 3/23	Music and entertainment Rentals and site layout <ul style="list-style-type: none"> • Directed reading assignment due Saturday 	Chapter 15 Chapter 16

	<ul style="list-style-type: none"> • Blog comments due Saturday 	
Week 10 3/25 – 3/30	Transportation Favors and gifts <ul style="list-style-type: none"> • Directed reading assignment due Saturday • Wedding Design Project Status Update 2 due Saturday 	Chapter 17 Chapter 18
Week 11 4/1 – 4/6	Wedding day details Business plan and office management <ul style="list-style-type: none"> • Directed reading assignment due Saturday • <i>Quiz #3 (Chapters 13-18) available Thursday 4/4 to Saturday 4/6</i> 	Chapter 19 Chapter 20
Week 12 4/8 – 4/13	Developing a marketing strategy Client relations <ul style="list-style-type: none"> • Directed reading assignment due Saturday • <i>Wedding Design Project due Saturday 4/13</i> 	Chapter 21 Chapter 22
Week 13 4/15 – 4/20	Vendor relations Stress management and career enrichment <ul style="list-style-type: none"> • Directed reading assignment due Saturday • Blog comments due Saturday 	Chapter 23 Chapter 24
Week 14 4/22 – 4/27	<ul style="list-style-type: none"> • <i>Quiz #4 (Chapters 19-24) available Thursday 4/25 to Saturday 4/27</i> 	

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

Note 2: Quizzes are open book.

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/> .

