

03-53

Denied
4/20/04

Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact hours)

Existing and Special Topics Course

APR 20 2004

Course: PROFESSIONAL WEDDING PLANNING AND CONSULTING

Instructor of Record: Linda Parrish-Sullivan phone: 724-357-3811 e-mail: lsullivan@iup.edu

Step One: Department or its Curriculum Committee

The committee has reviewed the proposal to offer the above course using distance education technology, and responds to the CBA criteria as follows:

1. Will an instructor who is qualified in the distance education delivery method as well as the discipline teach the course? Yes No
2. Will the technology serve as a suitable substitute for the traditional classroom? Yes No
3. Are there suitable opportunities for interaction between the instructor and student? Yes No
4. a. Will there be suitable methods used to evaluate student achievement? Yes No
 b. Have reasonable efforts been made to insure the integrity of evaluation methods (academic honesty)? Yes No

5. Recommendation:

Positive (The objectives of the course can be met via distance education.)

Negative


signature of department designee

4-20-04
date

If positive recommendation, immediately forward copies of this form and attached materials to the Provost and the Liberal Studies Office for consideration by the University-Wide Undergraduate Curriculum Committee. Dual-level courses also require review by Graduate Committee for graduate-level offering. Send information copies to 1) the college curriculum committee, 2) dean of the college, and 3) Dean of the School of Continuing Education.

Step Two: UNIVERSITY-WIDE UNDERGRADUATE CURRICULUM COMMITTEE

Positive recommendation

Negative recommendation


signature of committee chair

4/20/04
date

Forward this form to the Provost within 24 calendar days after review by committee.

Step Three: Provost

Approved as distance education course

Rejected as distance education course

signature of Provost

date

Step Four:

Forward materials to Dean of the School of Continuing Education.

SYLLABUS OF RECORD

HRIM 281 Professional Wedding Planning and Consulting

3 credits
3 lecture hour
0 lab hours
1c-3l-4sh

I. CATALOG DESCRIPTION

This course introduces students to the wedding planning and consulting in the hospitality industry. Students will learn how to plan all aspects of weddings, including venues, ceremonies, and receptions. Special emphasis will be placed on how to prepare wedding budgets, work with clients, select vendors, and negotiate contracts.

II. COMPETENCIES

The student will be able to:

1. Understand why wedding event management is one of the fastest-growing and important segments in the hospitality industry.
2. Identify career opportunities and career advancement in the wedding event management in resorts, hotels and catering operations.
3. Discuss world wedding traditions.
4. Create standards to exceed customer needs in relation to the type of wedding event based on the customer, cuisine, table setting, decor and service.
5. Plan, research, design, implement, influence and control a wedding event function in accordance to its purpose while achieving established objectives.
6. Evaluate post-event functions based on client objectives.
7. Determine appropriate insurance and legal issues for wedding events.
8. Write proposals for wedding events.
9. Practice event administration, coordination, marketing and risk management by participating in wedding events.
10. Articulate the four knowledge domains of the wedding events specialty: administration, coordination, marketing, and risk management.
11. Prepare for the International Special Events Society (ISES) Certified Special Events Professional (CSEP) program of study and the CSEP exam.

III. COURSE OUTLINE

WEEK #1

LECTURE:

- Course Introduction
- Wedding Industry
 - Structure of the Wedding Industry
 - Wedding Professionals
 - The Work of Consultants
 - Characteristics of Successful Wedding Professionals
 - Contracts and Fees
 - Career Opportunities
- TEXT: Chapter 1
- Workshop #1

WEEK # 2

LECTURE

- Wedding Planning Services
 - Planning Checklist
 - Step One: The Budget
 - Consideration of Finances
 - Determining Realistic Costs
 - Wedding Spreadsheets and Software
- TEXT: Chapter 2
- Workshop #2

WEEK #3

LECTURE

- Organization
 - Hiring the Right Team
 - The Guest List
 - Setting the Date
 - Ceremony and Reception Sites
- TEXT: Chapter 3
- Workshop #3

WEEK #4

LECTURE

- Wedding Day Schedule
 - Creating the Schedule
 - The Ceremony
 - Processional
 - Recessional
 - The Reception
 - Speeches
 - First Dance
 - Bouquet Toss
 - Cake Cutting
 - Showers and other Pre-Wedding Parties
- The Rehearsal Dinner TEXT: Chapter 1
- TEXT: Chapter 4
- Workshop #4

WEEK #5

LECTURE

- Selecting the Site, Officiant and Tradition
 - The Religious Site
 - Officiants, Premarital Instructions and Ceremonies
 - On-Site Wedding Coordinators and Consultants
 - The Non-Religious Ceremonial Site
 - The Reception Site
 - The Contracts with the Sites
- TEXT: Chapter 5
- Workshop #5

WEEK #6

LECTURE

- When Dresses Become Gowns: The Bridal Gown, Mothers' and Attendant Dresses
 - Researching and Shopping for the Perfect Gowns
 - Veils
 - Being Measured
 - Placing the Order
 - The Gown Sales Contract
 - Alterations
 - Custom-made and Made
 - Short-Term Care of the Gowns
 - Gown Preservation
- TEXT: Chapter 6
- Workshop #6

WEEK #7

LECTURE

- Invitations, Stationery and Notes
 - Elements of the Invitation
 - Thank You Notes
 - The Wedding Announcement
 - Other Stationery Concerns
 - Placing the Order
- TEXT: Chapter 7
- Workshop #7

MID-TERM EXAMINATION

WEEK #8

LECTURE

- The Wedding Reception
 - Types of Reception Sites
 - Types of Receptions
 - Interviewing Caterers
 - Deciding on the Dinner Menu
 - Rentals
 - The Caterer's Proposal
 - The Wedding Cake
 - The Flow of the Reception
 - The Receiving Line
- TEXT: Chapter 8
- Workshop #8

WEEK #9

LECTURE

- Flowers, Decorations and Lighting
 - Shopping for a Floral Designer
 - Current Floral Trends
 - Design Elements Provided by the Floral Designer
 - Preserving the Bouquet
- TEXT: Chapter 9
- Workshop #9

WEEK #10

LECTURE

- The Photographer and Videographer
- Types of Wedding Photography
 - Portraiture Photography
 - Photojournalism
 - Candid Photography
 - Environmental Photography
 - Progressive Photography
 - Artistic Photography
- Finding the Right Photographer
- Finding the Right Videographer
- Costs and Contracts
- TEXT: Chapter 10
- Workshop #10

WEEK #11

LECTURE

- The Music
 - Finding and Interviewing Musicians
 - Selecting the Music
 - Music for the Ceremony
 - Music for the Reception
- Costs and Contracts
- TEXT: Chapter 11
- Workshop #11

WEEK #12

LECTURE

- Transportation
 - Limousines and other forms of Transportation
 - Availabilities
 - Costs and Contracts
 - Honeymoon and Travel Agents
 - Selecting the Trip
 - Special Packages
 - Comparing Options
 - Costs and Contracts
- TEXT: Chapter 12
- Workshop #12

WEEK #13

- **Legal and Insurance Aspects of Wedding Events**
 - Licenses and Permits
 - Guests and Members of the Wedding Party
 - The Weather
 - Insurance for:
 - Key People
 - Military or Job
 - Service Providers
 - Photographs & Video
 - Gifts
 - Wedding Attire
 - Rings
 - Loss of Deposits
 - Personal Liability
 - Rented Property
 - TEXT: Chapter 13
 - Workshop #13

WEEK #14

LECTURE

- Strategies for Success
- Professional Wedding Consultant Career Plan
- TEXT: Conclusion
- Workshop #14
- Final Project Due

FINAL EXAMINATION: Administered during Final's Week

IV. Evaluation Methods:

Workshops	25%
Wedding Event Project	25%
Mid-Term Examination	15%
Final Examination	35%

B. The Final grade in this course will be calculated based on the following:

14 Workshops	@	10 points	140 points
1 Mid-term Examination	@	100 points	100 points
1 Final Project	@	150 points	150 points
1 Final Examination	@	200 points	200 points

A. Your academic progress in this course will be evaluated on the basis of the following:

- 1) Workshops
- 2) Special Events
- 3) Examinations

B. the formal grading system is predicated on a final grade which is represented by a "Letter"; i.e. A, B, C, D, F (neither + nor - is recognized in this formal grading system).

C. In this class, the letter grades will equate with the following numerical scale:

- A = 100-90%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = 59 or less

V. Special Resource Requirements:

A. Resource Requirements: To study online, you will need regular access to a computer terminal with a modem and appropriate software, internet access, and an email address.

B. Minimum Hardware Requirements:

- PC, 486 or better microprocessor
- Macintosh, better than 68030 processor
- Minimum of 8 MB RAM
- Minimum of 20 MB free disk space
- Modem, 28,800 bps or faster

C. Software:

(PC) 32 bit enabled Windows (Windows 95, NT, or 32 bit 3.1)

(MAC) System 7.5 or higher

Communications software, web browser, email program

D. Internet Access:

You will need a graphical browser, which is Java and Javascript enabled to use all the features of the online environment. The preferred browser is Netscape 3.0 or Microsoft Internet Explorer 4.0 or higher.

V. **REQUIRED TEXT:** Ernst, Robbi, Lalli, Cele Goldsmith, Great Wedding Tips from the Experts, Second Edition, McGraw-Hill, New York, 2004.

X. **BIBLIOGRAPHY**

Allen, John, McDonnell, Ian, O'Toole William, Harris, Rob
Festival and Special Event Management, 2nd Edition, Wiley, New Jersey, 2003

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Wiley, New Jersey, 2001 .

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Hoyle, Leonard, Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions. Wiley, New Jersey, 2002.

Malouf, Lena, Behind the Scenes at Special Events: Flowers, Props, and Design
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Wiley, New Jersey, 2002.

Clark, Beverly, Bridal Showers , MacMillian, N.Y., 2003.

Cowie, Colin, For The Bride , Wiley, New Jersey, 2002.

Cowie, Colin, Weddings , Wiley, New Jersey, 2001.

Kilbridge, Sally, Real Weddings A Celebration of Personal Style, Bantam, N. Y., 2000.

Brady, Lois Smith, Vows, Random House, N. Y., 2001.

Guth, Tracy, For Your Wedding Dresses, Dutton, New Jersey, 2002.

Mellinger, Marcia McBride, The Perfect Wedding, MacMillan, N. Y., 2003.

Course Analysis Questionnaire

Section A: Details of the Course

A1. How does this course fit into the programs of the department? For which students is the course designed? (majors, students in other majors, liberal studies). Explain why this content cannot be incorporated into an existing course.

The proposed course is one of six courses comprising the Special Events minor that is currently being developed by the Department of Hospitality Management. The need for the course is necessary to keep our course content current, relevant, and competitive. The course is designed for traditional and non-traditional students, major and non-major students. Due to the expanding breadth of information and data, a course dedicated solely to the topics of planning and implementing weddings in the hospitality industry is essential.

A2. Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

The course does not require any changes in the content of existing courses. The course will become a required course in the proposed minor curriculum.

A3. Has this course ever been offered at IUP on a trial basis (e.g. as a special topic) If so, explain the details of the offering (semester/year and number of students).

This course has not been offered at IUP.

A4. Is this course to be a dual-level course? If so, please note that the graduate approval occurs after the undergraduate.

This course will not be offered as a dual level course.

A5. If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?

This course will not be offered as a variable credit course.

A6. Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).

- a. Johnson and Wales College: Wedding Planning and Consulting class required for the M. B. A. in Event Leadership This is the first M.B.A. concentration in the high-demand field of event leadership in the world.

- b. University of Nevada: William F. Harrah School of Hotel Administration: Special Topics: Wedding Planning and Consulting
- c. George Washington University: Wedding Planning
- d. James Madison University: Event Coordination: Weddings and Receptions

A7. Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please provide documentation.

While there are no national requirements for the content of this course, the content and the skills of this proposed course have been recommended by the International Consortium of Event Management Programs and the International Special Events Society (ISES), the professional body representing nearly 3,000 Event Management professionals. These organizations propose curriculum and comprehensive programs in higher education providing classroom and distance learning courses leading to industry certification in special events.

Section B: Interdisciplinary Implications

B1. Will this course be taught by instructors from more than one department or team taught within the department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.

This course will be taught by one instructor.

B2. What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).

The content of this course does not conflict with the content of courses offered by other departments.

B3. Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.

This course will not be cross-listed.

B4. Will seats in this course be made available to students in the School of Continuing Education?

This course can be offered in an on-line format which offers virtual seating and can be available to students across campus, including the College of Continuing Education

Section C: Implementation

C1. Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

No additional faculty resources will be required.

C2. What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy? Reply in terms of the following:

- *Space**
- *Equipment**
- *Laboratory Supplies and other Consumable Goods**
- *Library Materials**
- *Travel Funds**

Current classroom space and equipment available on campus are sufficient for this course.

No additional laboratory supplies or consumable goods are needed.

Current library materials are acceptable.

No travel funds will be needed for this course.

C3. Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)

No resources for this course are being funded by a grant.

C4. How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?

It is anticipated that this course will be offered each semester.

C5. How many sections of this course do you anticipate offering in any single semester?

One section will be offered each year.

**C6. How many students do you plan to accommodate in a section of this course?
What is the justification for this planned number of students?**

The enrollment in the course will be limited only by the number of available seats in the classroom.

C7. Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No professional society recommends enrollment limits for this course.

C8. If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.

Section D: Miscellaneous

Include any additional information valuable to those reviewing this new course proposal.

**PROFESSIONAL
WEDDING
PLANNING AND
CONSULTING**

INTRODUCTION

IN 2003

- 34 million weddings in the US spending**
- Approximately \$60 Billion (Not counting the honeymoon!)**

**THIS HAS
BECOME AN
INTERNATIONAL
PHENOMENA**

- 800,000 Japanese brides spending approximately \$50 Billion (US Dollars)**
- 1,000,000 brides in Canada**

**Number 1 wedding
city in the world is**

**Istanbul
Turkey(166,000)**

**Number 2 City in
the world is**

**Las Vegas,
with 114,000 weddings.**

**Number 3 City
(2 in the US) is**

**Gatlinburg, TN
with 42,000 weddings.**

**Number 4 City
(3rd in the US) is**

**New Orleans, LA
with 36,545 Marriages**

**Can you guess
the 5th most
popular city?**

**Average age for
first-time
brides is**

25 years.

**For grooms,
it's 27.**

**June is the
most popular
month for
weddings,**

**followed by August,
September, October and May**

**One third of
engaged couples
retain a Wedding
Consultant**

**The average
household
income of a
newly married
couple is
\$60,000/year**

**99% of couples
who get
married go on a
Honeymoon**

**Couples spend
an average of
\$5,000 on their
honeymoon.**

**The Honeymoon
Industry is a 12
billion dollar a
year industry.**

**An average
honeymoon
vacation is one
week.**

**45 percent of
honeymoon trips
are to domestic
locations;**

**55 percent are
International.**

**Top Wedding
destinations are:**

- Las Vegas (100,000 weddings/year)
- Hawaii (25,000 wedding/year)
- Bahamas (5,000 weddings/year)
- Jamaica (5,000 weddings/year)
- U.S. Virgin Islands (4,000 weddings/year)

Top Honeymoon Destinations are:
<http://www.topweddinglinks.com/Updates.html>

**Most popular Honeymoon activities
that Honeymooners enjoy are:**

- Visiting a new place for sightseeing, restaurants, entertainment and nightlife- 75%
- Beaches and lakes - 45%
- Casinos - 20%
- Cruises - 15%
- Golf/sports vacations - 10%
- Skiing trips - 5%

**As a
Consultant.....**

**If you are looking to determine the
number of brides in a specific area**

- and you do not have the time to locate the county or city clerks office to get that information.
- Rule-of-Thumb
 - About 1% of the population will wed in any specific area during an a years time frame.

**Average number
of guests
invited to a
wedding is**

180

**2003 average
cost of a U. S.
wedding??**

\$20-25,000

**Once again...the
Number of
weddings in the
U. S. in 2003?**

34 MILLION

**What does that
mean for the
consultant?**

Consultants

- Traditionally make 10-15% of each wedding.
- "You do the math!"
- Most wedding consultants report that they are booked solid for every weekend for the next two years.
- Future?

**What do you
need to know to
become a
wedding
consultant?**

#1

You must like weddings.

**This course is designed
to prepare you for the
fastest growing
segment of the
hospitality industry..**

Weddings

Questions???

PWCC Handout #1
Bride-to-Be

Wedding Timeline

Eleven Months to One Year before the Wedding

- Buy the engagement ring
- Announce the engagement (some couples have an engagement party)
- Publish engagement in the newspaper (some do now or 2 months prior to their wedding date)
- Set Wedding Date
- Determine wedding budget and who is helping with wedding expenses
- Draw up tentative guest list for numbers (don't want to leave anyone out)
- Choose formality of wedding (formal/semi-formal/casual) this will also coincide with your time!
 1. morning weddings are usually casual
 2. afternoon weddings can be casual and/or semi-formal
 3. after 5:00pm weddings go from semi-formal to formal
- Choose and book ceremony location
- Choose and book reception location (these book very early and are the most expensive usually...find out all hidden cost)
- Book wedding night accommodations (many places only have a few bridal suites, and they get booked very early)
- Visit wedding officiate (pastor) and decide if you will attend marriage counseling and what type of wedding you will have (Baptist, Jewish, Catholic, Non-Denominational, Methodist, Lutheran, Greek, etc.)

~some pastors only conduct certain types of weddings and some churches have very strict rules when it comes to weddings being conducted in their churches!
- Choose wedding attendants (you can have as many or as little as you want and you do not have to have as many bridesmaids as groomsmen or vice-versa ~ be careful as feelings do tend to get hurt during this process)

Eight to Ten Months before the wedding

- Choose and order wedding dress, veil, shoes, undergarments for dress, etc. (you have to consider the dress being hemmed and having the dress ready for your bridal portrait)
- Choose and order maid of honor, bridesmaids, junior bridesmaids, and flower girl dresses, and accessories (again, you are allowing time for measurements to be sent in and time for the dresses to be hemmed)
- Book photographer and videographer
- Book Music for Ceremony (pianist, soloist, organist, flute, trumpet, etc.)
- Book Music for Reception (DJ, jazz trio, organist, piano player, etc.)

- Choose florist, and begin deciding on flowers for the wedding (most florist will only see you by appointment only ~ they all have the same books so you can get an idea of what you want...remember you need, bouquets, boutonnieres, pew bows, etc.
- Choose decorations (what is your colors, theme for your reception, how do you want your tables to look)
- Send "save the date" announcements to any out of town guests (these are cards usually sent when a wedding date is on or near a holiday)

Four to Seven Months before the wedding

- Choose the men's formalwear (normally the groom picks these out ~ should match with bridesmaid dresses)
- Finalize guest list
- Order wedding invitations (there are lots of ways to save money on invitations and wedding gifts for guest~~~you can go to a local party shop, ebay, or if you know a friend that makes these)
- Choose caterers if not done by reception site staff
- Choose a baker to bake your wedding cake and groom's cake.....you can save money if you have a friend or family member that is willing to bake these for you!
- Enroll in any pre-marriage counseling course (many religions require this before a wedding in a church is conducted)
- Plan honeymoon vacation (tickets, accommodations, medical requirements, visas, itinerary, clothing, hotel bookings, etc.)
- Get blood test done if required by your state! Make sure you have your ID's ~ driver's license and/or social security cards...you will need this for your marriage license

Two to Four Months before the wedding

- Address wedding invitations (usually done in calligraphy)
- Mail invitations 8-6 weeks before your wedding date
- Select Wedding Rings (some couples have rings engraved)
- Choose wedding cake
- Choose gifts for guests and wedding party attendants
- Plan Rehearsal Dinner (usually paid and planned by the groom's parents)
- Arrange wedding day transportation (find out how many hours the company provides without additional charges if renting a limousine or other type of transportation)
- Make Appointments for hairstylist, manicurist, etc...(this is your wedding day~pamper yourself)

One to Two Months before the wedding

- Get any necessary medical tests done for marriage license or honeymoon destination
- Get Marriage License (take ID with you when you apply and both bride and groom need to be present)
- Final wedding gown fitting
- Should be doing your bridal portrait (photographer will let you know)

- Final Attendants fittings
- Plan Bridesmaid Luncheon (some bride's do not have these)
- Select the person you want to announce your wedding party at the reception
- Choose site for formal wedding photographs (some do this and some do not~it could cost extra...need to talk with photographer)
- Groom and attendants formalwear fitting

Two Weeks to One Month Before Wedding

- Confirm with all vendors booked for wedding
- Bridesmaid luncheon
- Check RSVP's with guest list
- Plan seating arrangements (Some do this and some do not ~ some guest do not like seating arrangements...that is up to you)
- Begin changing legal name

Day Before Wedding

- Take a long hot bath
- Relax....think back about how you met your fiancé and be happy
- Make sure you are packed and are ready to go

Wedding Day

- Have Fun!!!!
- If you have a Wedding Coordinator then let them take care of everything~
- Today is Your Day!!
- GET MARRIED!

~Live Well~Laugh Often~Love Much~

Workshop #1

Starting the Wedding Planning and Consulting Process

Points: 10

For your first assignment, please think about a date, time, level of formality, and working budget for your client.

Also, I would like for you copy the Wedding Timeline attachment. Please keep this timeline handy. The guide will help you schedule when you should have things accomplished.

Please discuss, in detail, your initial plans for the wedding.

Recommended Books (NOT REQUIRED):

The Diary of A Mad Bride by Laura Wolf

If you have not read this book, please try to find it at your local library or book store. It is NOT REQUIRED but will sure make you laugh!!!

WEDDING TIP #1 You may also recommend that your clients register with Ebay.com (www.ebay.com). If you go to ebay.com and type in wedding in the search box, this will bring up all types of wedding favors, gifts, gowns, etc. for very inexpensive prices!!