

LSC Use Only Proposal No: \_\_\_\_\_ UWUCC Use Only Proposal No: 14-666m  
 LSC Action-Date: \_\_\_\_\_ UWUCC Action-Date: Ap - 9/16/14 Senate Action Date: App 10/7/14

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) <b>Mr. Jeffrey A. Miller</b>	Email Address <b>jmiller@iup.edu</b>
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Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

**1. Course Proposals (check all that apply)**

New Course     
  Course Prefix Change     
  Course Deletion  
 Course Revision     
  Course Number and/or Title Change     
  Catalog Description Change

Current course prefix, number and full title: HOSP 270 Professional Wedding Planning and Consulting

Proposed course prefix, number and full title, if changing: \_\_\_\_\_

**2. Liberal Studies Course Designations, as appropriate**  
 This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

Learning Skills   
  Knowledge Area   
  Global and Multicultural Awareness   
  Writing Across the Curriculum (W Course)  
 Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)

Global Citizenship     
  Information Literacy     
  Oral Communication  
 Quantitative Reasoning     
  Scientific Literacy     
  Technological Literacy

**3. Other Designations, as appropriate**

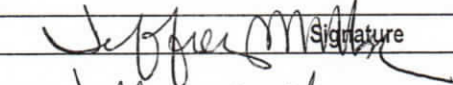
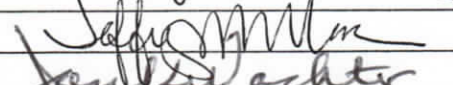
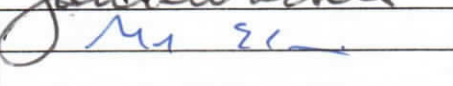
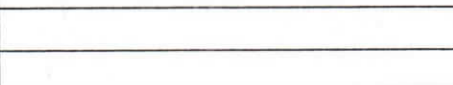

Honors College Course     
  Other: (e.g. Women's Studies, Pan African)

**4. Program Proposals**

Catalog Description Change     
  Program Revision     
  Program Title Change     
  New Track  
 New Degree Program     
  New Minor Program     
  Liberal Studies Requirement Changes     
  Other

Current program name: \_\_\_\_\_

Proposed program name, if changing: \_\_\_\_\_

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)		<u>4-10-14</u>
Department Chairperson(s)		<u>4-10-14</u>
College Curriculum Committee Chair		<u>6-10-14</u>
College Dean		<u>8.7.14</u>
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		<u>9/17/14</u>

Received      Received  
 SEP 17 2014      SEP 9 2014  
 Liberal Studies      Liberal Studies

## **I. Catalog Description**

HOSP 270 Professional Wedding Planning and Consulting	3 class hours 0 lab hours 3 credits (3c-01-3cr)
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Introduction to wedding planning and consulting in the hospitality industry. Examines the methodologies involved in planning all aspects of weddings, including venue selection, ceremony alternatives and protocol, reception considerations, budget development, vendor selection, contract negotiation, and other related topics.

## **II. Course Outcomes**

Students will be able to

1. Identify career opportunities and advancement in wedding planning management within resorts, hotels, catering operations, and professional consulting companies.
2. Research current wedding proposal-writing methodologies.
3. Discuss diverse cultural wedding traditions and ceremonies.
4. Investigate current trends in invitations, attire, floral decorations, wedding cuisine, photography, ceremony music, wedding gifts, and honeymoons.
5. Examine wedding event insurance coverage and legal issues.
6. Investigate vendor selection issues and concerns.
7. Research, plan, and design simulated wedding event functions in accordance with stated course project objectives.

## **III. Course Outline**

- A. The Wedding Industry (1 hour)
  1. Structure of the Wedding Industry
  2. Wedding Professionals
  3. The Work of Consultants
  4. Characteristics of Successful Wedding Professionals
  5. Contracts and Fees
  6. Career Opportunities

- B. Wedding Planning Services (2 hours)
  - 1. Pre-Engagement to Honeymoon
  - 2. Structure of American Weddings
  - 3. Envisioning the Event: Priorities, Date and Time, Site, Wedding Style
  - 4. Hiring a Wedding Consultant
  - 5. Planning Checklist
  
- C. Budget and Business (1 hour)
  - 1. The Budget
    - a. Consideration of Finances
    - b. Who Pays?
    - c. Budgeting Basics
    - d. Determining Realistic Costs
    - e. Wedding Spreadsheets and Software
  - 2. Working with Wedding Professionals
  
- D. Wedding Parties (2 hours)
  - 1. Types of Parties: Engagement, Showers, Bachelor, Bachelorette, Rehearsal, Bride and Bride Groom
  - 2. Themes
  - 3. Details: Food, Beverages, Favors, Gifts, Entertainment
  
- E. Attendants and Guests (2 hours)
  - 1. Attendants and Their Roles
  - 2. Roles for Other Important People
  - 3. Guest Lists and Plans for Greeting Guests
  
- F. Wedding Day Schedule (2 hours)
  - 1. Creating the Schedule
    - a. The Ceremony
    - b. The Reception
    - c. Showers and Other Pre-Wedding Parties
    - d. The Rehearsal Dinner
  - 2. The Role of the Consultant
  
- G. Selecting the Site, Officiate, and Traditions (2 hours)
  - 1. Ceremony Basics
  - 2. The Religious Site
  - 3. Officiate, Pre-Marital Instructions and Ceremonies
  - 4. On-Site Wedding Coordinators and Consultants
  - 5. Non-Religious Ceremonial Site
  - 6. The Reception Site
  - 7. Site Contracts
  - 8. Interfaith Ceremonies
  - 9. Second Weddings
  - 10. Commitment Ceremonies

H. Invitations, Stationery, and Notes (2 hours)

1. Elements of the Invitation
2. Invitation Basics
3. The Wedding Announcement
4. Thank You Notes
5. Other Wedding Stationery
6. Placing the Order

I. Wedding Venues (2 hours)

1. The Search
2. Selection Factors
3. Meeting With Managers
4. Role of the Wedding Consultant

J. The Bridal Gown (2 hours)

1. Researching and Shopping for Bridal Gowns
2. Veils
3. Being Measured
4. The Gown Sales Contract
5. Alterations vs. Custom-Made and Made
6. Short-Term Gown Care and Gown Preservation
7. Wedding Hair and Make-up

Exam One (1 hour)

K. Dressing the Rest (1 hour)

1. Men's Formalwear – The Basics
2. Dressing the Bridesmaids
3. Kids Wedding Formalwear
4. Parents of the Bride and Groom and Their Attire
5. Gowns, Tuxedos, and Fittings

L. Flowers, Decorations, and Lighting (2 hours)

1. Shopping for a Floral Designer
2. Current Floral Trends
3. Which Flowers to Use
4. Floral Design Elements
5. Reception Flowers and Other Decorations
6. Preserving the Bouquet

M. The Wedding Reception (2 hours)

1. Types of Reception Sites and Receptions
2. Interviewing Caterers
  - a. Deciding on a Dinner Menu
  - b. Rentals

- c. The Caterer's Proposal
  - 3. The Wedding Cake
    - a. Wedding Cake
    - b. Groom's Cake
  - 4. The Flow of the Reception
  - 5. The Receiving Line
  
- N. The Favors (1 hour)
  - 1. Favor Etiquette
  - 2. Sources of Favors
  - 3. Price Considerations
  - 4. Implementation of Favor Process
  
- O. The Photographer and Videographer (2 hours)
  - 1. Types of Wedding Photography
    - a. Portraiture
    - b. Photojournalism
    - c. Candid
    - d. Environmental
    - e. Progressive
    - f. Artistic
  - 2. Fining the Right Photographer
  - 3. Finding the Right Videographer
  - 4. Costs and Contracts
  
- P. The Music (2 hours)
  - 1. Fining and Interviewing Musicians
  - 2. Music for the Ceremony
  - 3. Music for the Reception
  - 4. Costs and Contracts
  
- Q. Transportation (2 hours)
  - 1. Limousines and Other Forms of Transportation
  - 2. Availabilities
  - 3. Getting to the Ceremony and the Party
  - 4. Costs and Contracts
  - 5. Comparing Options
  
- R. Gift Registry (1 hour)
  - 1. Signing Up for Gift Registries
  - 2. Gift Etiquette 101
  - 3. Expressing Gratitude
  
- S. Difficult People and Difficult Situations: The Professional Consultant's Role (2 hours)
  - 1. Family Problems and Friction

2. Religious Differences
3. Fair-Weather Friends
4. Cold Feet and Other Dilemmas

T. The Honeymoon (2 hours)

1. Role of the Wedding Consultant as Travel Agent
2. Best Trips
  - a. Beaches
  - b. Adventure Honeymoons
  - c. Urban Escapes
  - d. Cruises
3. Selecting and Booking The Trip
4. Special Packages

U. Legal and Insurance Aspects of Wedding Events (2 hours)

1. Licenses and Permits
2. Guests and Members of the Wedding Party
3. The Weather
4. Insurance for:
  - a. Key People
  - b. Military or Job
  - c. Service Providers
  - d. Photographs and Video
  - e. Gifts
  - f. Wedding Attire
  - g. Rings
  - h. Loss of Deposits
  - i. Personal Liability
  - j. Rented Property

V. Strategies for Success: Professional Wedding Consultant Career Plan (2 hours)

1. Future Trends
2. Action Plan

W. Course Capstone Activity (2 hours)

Final Exam – During Final Exam Week (2 hours)

#### **IV. Evaluation Methods**

The final grade will be determined as follows:

- 40% Workshops -- Students apply information and principles to various case studies and simulation studies.
- 35% Client Wedding Proposal -- Students develop wedding proposal specifically designed for an assigned hypothetical client. Includes a report and in-class presentation.
- 25% Two Tests -- consisting of true/false, multiple choice, matching, and short-answer questions.

#### **V. Grading Scale**

Grading Scale:

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
< 60%	F

#### **VI. Attendance Policy**

Student learning is enhanced by regular attendance and participation in class discussion, therefore the instructor expects all students to attend class. The attendance policy for this class follows the Undergraduate Course Attendance Policy which is included in the Undergraduate Catalog.

#### **VII. Required textbooks, supplemental books and readings**

Rooney, C. (2004) *The Knot Complete Guide to Weddings in the Real World*. New York: Broadway Books.

#### **VIII. Special resource requirements**

None

## **IX. Bibliography**

Hotchkiss, A. (2012). *All the Essentials: Ultimate Tool for Organizing Your Big Day*. San Francisco: Chronicle Books.

Keene, M. (2011). *A Practical Wedding: Creative Ideas for Planning a Beautiful, Affordable, and Meaningful Celebration*. Boston: Da Capo Press.

Post, A. (2014). *Emily Post's Wedding Etiquette*. New York: Harper Collins.

Rooney, C. (2010). *The Knot Ultimate Wedding Lookbook: More Than 1,000 Cakes, Centerpieces, Bouquets, Dresses, Decorations, and Ideas*. New York: Random House.

Tutera, D. (2010). *The Big White Book of Weddings*. New York: St. Martins.

Weiss, M. (2012). *The Wedding Planner & Organizer*. New York: Workman Publishing.



## Course Analysis Questionnaire

### Section A: Details of the Course

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

This course will be positioned as part of the curriculums' Special Events Management Track. Depth of course content does not enable content to be incorporated into existing courses.

- 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.

This course does not require changes in the content of existing courses or requirements for a program.

- 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 was taught as a special topic course during the

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

This is not 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 taught for variable credit.

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

University of Richmond -- Wedding and Event Coordination

University of Texas – Arlington -- Wedding and Event Planning

University of Colorado -- Wedding and Event Planning

- 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.

The content and skills of this course are not recommended or required by a professional society, accrediting authority, law, or external agency.

**Section B: Interdisciplinary Implications**

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

This course will not be taught by instructors from more than one department.

- 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).

There is no relationship between the content of this course and 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 with other departments.

## **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.

Faculty resources are adequate as per the approved addition of one faculty member, to begin Fall 2014.

- 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

No other resources are needed to teach 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 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?

This course will be offered every other academic year. This course is not designed for or is not restricted to certain seasonal semesters.

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

One course section per offered semester.

- 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?

Student enrollment will be 45, based upon the seating capacity of the anticipated 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 or parameters.

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.

This is not a distance education course.

**Section D: Miscellaneous**

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

No additional information is necessary.