

HTT A277: WEDDING PLANNING AS A BUSINESS

Item	Value
Curriculum Committee Approval Date	10/21/2020
Top Code	130700 - Hospitality
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course will assist in developing elements of design, coordination, consultancy, and execution in preparing and planning weddings. Career opportunities in the lucrative bridal industry will also be discussed.

Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Develop operational plans for all levels of weddings.

Course Objectives

- 1. Perform a food and beverage needs assessment.
- 2. Identify trends and techniques in wedding design and coordination.
- 3. Identify professional catering resources.
- 4. Develop a comprehensive study of modern wedding expectations and outcomes.
- 5. Specify a menu, level of service (including number of staff), and other important elements.
- 6. Incorporate unusual linens, napkin folds, and other creative elements.
- 7. Demonstrate knowledge of health department requirements for food and beverage storage and service.
- 8. Identify and implement liquor liability safeguards.
- 9. Integrate entertainment, dancing, or other elements in the catering function to ensure a seamless event.
- 10. Produce accurate records (guest counts, liquor consumption) and effectively evaluate your catered event.
- 11. Identify the scope and role of a wedding consultant.
- 12. Define weddings and culture and how each impacts the outcome.
- 13. Outline consumerism and the mediated construction of weddings.
- 14. Develop an understanding of the complexities of destination weddings.
- 15. Practice in: determining the vision, wedding budgets, and timelines.
- 16. Outline an event using: stationary elements, etiquette, photography, entertainment, and transportation.

Lecture Content

Role and Scope of a Wedding Consultant Growth occupation Titles and packages Role of the wedding consultant Weddings and Culture Cultural hegemony and socialization for marriage Wedding customs Consumerism and the Mediated Construction of Weddings Quest for perfection Invented traditions Celebrity influences Planning eco-weddings Changing Family, Politics, and Law Female workforce dynamics Missing male Cohabitation Same-sex marriages Intercultural and interfaith marriages Tourism and Destination Weddings Visiting friends and relatives travel Honeymoon travel Destination weddings Determining the Vision Getting focused Wedding themes Destinations and sites Wedding budgets Budget categories Budget summaries Tipping etiquette Wedding Timelines Research Design Coordination Legal issues Confirmation of detailed Implementation Wrap up and evaluation Food and beverage Needs assessment Internal resources External resources Design Pricing Service level Special requests/requirements Wedding Attire and the Bridal Party Bridal attire Menswear Wedding Party Wardrobe malfunctions Ceremony Celebrant Reading and vows Incorporation of artifacts Order of ceremony Guidelines and policies Floral Decor Recipients and locations Selecting flowers < Centerpieces and decorative elements Installation and removal Stationary Elements and Etiquette Save the date notices Invitations Calligraphy Ceremony programs Seating stationery Menus Personalized paper products Wedding announcements Thank you notes Photography and Videography Movement from film to digital photography Styles of photography Album design Other wedding related trends in photography Music and Entertainment Ceremony music Cocktail hour music Reception music and entertainment Hiring entertainment Rentals and Site Layout Tents Tables, chairs, linens, and tableware Lighting Outdoor consideration Site layout Transportation Ceremony Ceremony to reception Reception to final destinations Costs and final details Favors and Gifts Types of favors Packaging and presentation Wedding guest gift baskets Wedding party gifts Gifts for couple Wedding Day Details Bridal preparations Consultant preparations Business Plan and Office Management Writing the plan Legalities Organizing the office environment Building a staff Staffing Quantity Training Coordination Communication Developing a Marketing Strategy Uniqueness of wedding market Target audience Marketing appeals Social Media Managing online reputation Client Relations Initial screening Client interview details Follow up communication Contracts Evaluation Vendor Relations Establishing vendor relationships Competition Obligations Ethics Vendor feedback The Wedding summary Venues Venue selection/feasibility Geographic accessibility Anticipated budget/realization Service Encounters vs. service Six Ss of service Enhancing quality

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, handouts, group participation, oral presentations, video, projects, computers, lab simulations and field trips.

Reading Assignments

Students are expected to engage in a minimum of six hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Read assigned modules prior to class arrival.

Read posted hospitality articles in Canvas. Read posted discussion topic, research, and participate in the argument. Research journal topics.

Writing Assignments

Students are expected to engage in a minimum of six hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture/demonstration/online discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques. Journal of observations and experiences. Present a professional portfolio journaling learning outcomes.

Out-of-class Assignments

Students are expected to engage in a minimum of six hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture/demonstration/discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

Demonstration of Critical Thinking

Initial writing assignments will include a short essay to assess general country knowledge. Access and develop travel plans based on industry knowledge, including and all courses taken at OCC or other public or private institution relating to the travel industry. Interactive computer demonstration of Power Point presentation skills. Examinations consisting of fill-in, multiple choice and short essay. Worksheets completed from information in the text, computer software, lectures and video presentations. Participation in role playing, class discussion and other interactive classroom work.

Required Writing, Problem Solving, Skills Demonstration

Initial writing assignments will include a short essay to assess general country knowledge Worksheets completed from information in the text, computer software, lectures and video presentations

Eligible Disciplines

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required. Hotel and motel services: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Small business development (entrepreneurship): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Travel services (dispatching): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Daniels, M., Loveless, C.. Wedding Planning Managemeent, latest ed. London and New York: Routledge, 2014 Rationale: More complex and details.