

11-38 AP-10/4/11
Senate Info- 11/8/11

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

Course: HRIM 281 Wedding Event Management in the Hospitality Industry

Instructor(s) of Record: Linda Parrish-Sullivan

Phone: 724-357-3811 Email: Linda.Sullivan@iup.edu

Step Two: Departmental/Dean Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

[Signature] Sept. 26, 2011
Signature of Department Designee Date

Endorsed: *[Signature]* 9/26/11
Signature of College Dean Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

[Signature] 10/10/11
Signature of Committee Co-Chair Date

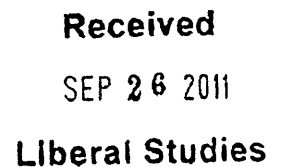
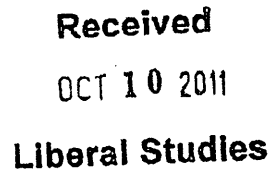
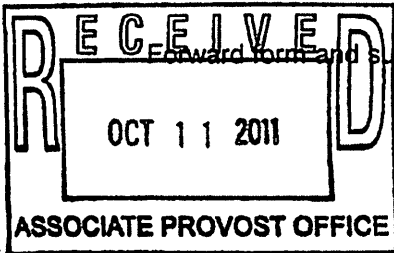
Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: Provost Approval

Approved as distance education course Rejected as distance education course

[Signature] 10/17/11
Signature of Provost Date

Forward form and supporting materials to Associate Provost.



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Step One: Proposer

A. Provide a brief narrative rationale for each of the items, A1- A5.

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

Linda Sullivan has successfully taught distance education classes for IUP for the past ten years. In addition, she taught distance education classes for four years prior to her employment at IUP. She has also taught the course content of Wedding Event Management as a concentration area in Hotel Sales for over twenty years in addition to extensive industry experience in wedding event management.

2. How will each objective in the course be met using distance education technologies?

For each of the following objectives, after reading the assigned chapter and viewing the chapter voice-over PowerPoint presentation, the distance education technological application will include:

Objective 1: The students will participate in a guided Chat Room discussion to examine the economic impact as well as the challenges/rewards/opportunities involved in managing a wedding event in the hospitality industry. The Chat Room discussion will require the students to apply learned course information and will enhance the students' awareness of the significance of the issues. Feedback and further insight will be provided by the instructor.

Objective 2: Each student will be required to select an ethnic or religious wedding tradition commonly encountered in hospitality properties. The students will then research and prepare a PowerPoint presentation. These presentations will be posted to the LMS as a workshop assignment. Each member of the class will then be required to view each of the PowerPoint presentation and take notes based on the information contained in each presentation. The information will provide the basis for mid-term examination questions. The instructor will provide feedback to the student presenter as a graded assignment.

Objective 3: The students are required to create a fictional couple for the purpose of their Wedding Event Proposal. Based on the requests of the couple, the student will utilize the information regarding the selection of various essential factors to design a Wedding Event Proposal and advise their couple. The students will be provided with appropriate websites links for further information on each topic. Each topic will require the student to submit a workshop assignment for review and feedback by the instructor. This information will be later utilized by the student in their Final Wedding Event Proposal.

Objective 4: The student will be required to identify the safety, security and legal issues applicable to their individual Wedding Event Proposal. A workshop assignment will require the students to specifically define all issues and prepare contingency and emergency plans for any potential problem. This information will be later utilized by the student in their Final Wedding Event Proposal.

Objective 5: Utilizing suggested website links for vendors, the workshop submitted by the student will discuss how the student will integrate this information into their comprehensive event proposal.

Objective 6: Detailed instructions and rubric will be provided to explain the comprehensive Wedding Event Proposal during the first week of the course. The students will access numerous Internet sites devoted to RFPs (Request-for-Proposal) and be instructed on industry practices of preparing and presenting wedding event proposals for guests/clients. This proposal fulfills the central purpose of the course, which is to guide the students in developing a state-of-the-art, electronic Wedding Event Proposal based on the extensive information presented in the lectures. This proposal will be submitted to the instructor through the LMS.

Objective 7: The students will explore the many traditional as well as ‘hidden job opportunities’ within the hospitality wedding event industry through each of the sessions through Internet. Chat Room discussions will provide information and insight critical to the success of the hospitality student securing meaningful employment and internship opportunities in the management of wedding events in the hospitality industry.

3. How will instructor-student and student-student, if applicable, interaction take place?

The student will be required to read the text material, view the PowerPoint presentations with voice-overs, complete individualized workshops, exams, participate in faculty-facilitated chat rooms and submit a final Wedding Event Proposal in order to provide optimal instructor-to-student and student-to-student interaction.

4. How will student achievement be evaluated?

Student achievement will be evaluated through the grading of workshop assignments, examination grades, points earned through participation in the chat room format and a Final Wedding Event Proposal. All grading criteria are explained in the syllabus provided on the course homepage.

5. How will academic honesty for tests and assignments be addressed?

Since this course is designed to assist students in developing their industry-specific skills to be utilized in Hospitality industry internships and employment along with strategies to successfully seek and find employment in the wedding event industry; students have a vested interest in developing their own workshops and proposals. In addition, the academic honesty policy for this course is clearly stated in the syllabus. A random-question format is utilized for all examinations. Each exam is timed.

ONLINE SYLLABUS

SEMESTER: Winter Session 2011
INSTRUCTOR: Linda Parrish Sullivan
Assistant Professor
OFFICE: 15 Ackerman Hall
OFFICE HOURS: Virtual Office Hours Available through Chat Room or Email
TELEPHONE: (724)357-3811
E-MAIL: lsulliva@iup.edu

I. Catalog Description

HRIM 281 Wedding Event Management in the Hospitality Industry 3 class hours
0 lab hours
3 credits
(3c-01-3cr)

Prerequisites: None

Focuses on the application of hospitality management practices to the planning and implementation of successful wedding events. Topics emphasized include: an analysis of the factors involved in the social, political, economic, cultural, religious and historical influences on wedding planning decision-making and business strategies, negotiation of contracts, selection of vendors, and preparation of comprehensive wedding event proposals. The unique application to the hospitality industry practices will be emphasized.

II. Course Outcomes

Upon completion of this course, the student will be able to:

1. Demonstrate an understanding of the significant economic impact of the wedding industry on the various segments of the hospitality industry.
2. Discuss diverse cultural wedding traditions and ceremonies and their application to hospitality wedding events.
3. Describe industry practices in advising guests in the planning and coordination of venues, invitations, attire, floral decorations, wedding cuisine, photography, special transportation, ceremony music and entertainment.
4. Examine key wedding event safety, security, and legal issues.
5. Analyze and discuss vendor selection issues, negotiations and concerns.

6. Plan, research, and design simulated wedding event functions utilizing hospitality industry methodologies.

7. Identify career opportunities and career advancement in wedding event management in resorts, hotels, catering operations and professional consulting companies.

III. Course Outline

- A. Introduction to Wedding Event Management in the Hospitality Industry 3 hours**
 - 1. Role and scope of wedding event management in the hospitality industry
 - 2. Types of wedding events in hotels, restaurants, resorts and clubs.
 - a. Weddings
 - b. Wedding Receptions
 - c. Showers
 - d. Rehearsal Dinners
 - e. Bridal Showers
 - f. Bachelor Parties
 - g. Bridal Shows
 - 3. Economic impact of weddings on hospitality properties
 - 4. The historical evolution of wedding events in hospitality properties

- B. Current Trends in the Wedding Event Industry 3 hours**
 - 1. Current statistics for couples
 - 2. Wedding seasons
 - 3. The wedding budget

- C. Wedding cultures and traditions 6 hours**
 - 1. Key elements of traditional, non-traditional and civil wedding events.
 - 2. Various wedding cultures and traditions
 - 3. How to incorporate wedding traditions into signature wedding events

- D. Industry practices in advising clients regarding 9 hours**
 - 1. Timelines and checklists
 - 2. Invitations
 - 3. Attire
 - 4. Floral decorations,
 - 5. Wedding cuisine
 - 6. Photography
 - 7. Special transportation
 - 8. Ceremony music and entertainment.

- E. Midterm Examination 1 hour**

- F. Ceremonies & Receptions 3 hours**
 - 1. Ceremony and reception site guidelines
 - 2. Locating ceremony and reception sites
 - 3. Floor plans and diagrams

4. Procession and recession guidelines
 5. Types of ceremonies
 6. The Rehearsal
 7. The Reception
- E. Bridal Shows 1 hour
1. The importance of participation in bridal shows in the hospitality industry.
 2. Essential elements in sponsoring or participation in bridal shows.
 3. How to effectively handle bridal show follow-up and leads
- F. Vendor Selection 2 hours
1. The importance and impact of vendor selection
 2. Identification and development of vendor networks
 3. Vendor negotiations and contracts
 - a. The key elements of a vendor contract
 - b. Vendor contract rules to remember
- G. Security, safety and legal issues 3 hours
1. Risk assessment and contingency plans for wedding events
 2. Legal issues implicated in wedding events
 - a. Disability accommodation
 - b. Medical emergencies
 - c. Problems of alcohol service
 3. Essential insurance coverage
- H. Wedding Event Planning Process 8 hours
1. How to create wedding packages for hospitality properties
 2. Role of hospitality industry wedding planners, wedding coordinators and wedding directors
 3. How to work with a prospective bridal client
 - a. Tools and suggestions for initial consultations
 - a. How to develop a client profile
 - b. How to set vendor expectations
 - c. How to set the expectations of the bride and her family
- I. Event/Project Management Presentations 3 hours
- J. Culminating Activity: Final Examination 2 hours

IV. Evaluation Methods

- A. The academic progress in this course will be evaluated on the basis of the following:
1. Successful completion of workshop and chat room assignments
 2. Completion of all examinations
 3. Completion and submission of Wedding Event Project Proposal

B. The final grade for the course will be determined as follows:

10 WORKSHOP MODULES. The workshop assignments will be utilized to apply theoretical information to actual Industry application. Each workshop is to be submitted through the Assignment tool in Moodle

2 TESTS. Two tests (mid-term and final) will consist of multiple choice, completion, true-false, and short essay. The final exam will be a comprehensive examination of the course material. All tests are open-book, open-notebook. Each test is timed and must be prepared for as though the exam were closed-book. All tests are administered through the Quizzes and Exam module on Moodle.

1 COMPREHENSIVE WEDDING EVENT PROPOSAL. By the conclusion of the course, the student will develop a wedding proposal utilizing industry practices and procedures. Detailed instructions and a rubric will be provided to the student.

PARTICIPATION IN THE COURSE CHAT ROOM. Students will participate in guided discussions in order to further their understanding of the application of the course topics. Detailed instructions and a rubric for participation will be provided to the students.

C. The point value and percentage of each of these course requirements is as follows:

10 workshops	15 points each	150 points	21%
1 mid-term examination	100 points	100 points	15%
1 final examination	100 points	150 points	20%
1 comprehensive Wedding Event Proposal	200 points	200 points	29%
Chat Room Participation	10 points each	100 points	15%
Total points		700 Points	100%

D. Academic Integrity Policy and Procedures

1. All students are required to adhere to the Indiana University of Pennsylvania's Academic Integrity Policy and Procedures.
2. The university's academic integrity policy is part of an ongoing effort to develop a community where trust, honesty, ethical principles, and personal integrity guide interactions with others, thereby providing for orderly academic and scholarly processes.
3. The policy and procedures are clearly outlined in the University Catalog.
4. If you have any questions or concerns, please contact the instructor.

V. Grading Scale

90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
59 or below	F

VI. Attendance Policy

Student learning is enhanced by regular access of the course and participation in all required examinations and activities. The attendance policy for this class follows the Undergraduate Course Attendance Policy which is included in the Undergraduate Catalog.

VII. Required Textbook

Daniels, M., & Loveless, C. (2007). *Wedding planning and management: Consultancy for diverse clients*. Burlington, MA: Elsevier Butterworth-Heinemann.

VIII. Special Resource Requirements

According to IUP Distance Learning (<http://www.iup.edu/itsupportcenter/howto.aspx?id=85564>), the recommended computing guidelines include:

Software Guidelines

Windows Operating System (XP, Vista, 7)

- Browser
 - Mozilla Firefox 3.6
 - Microsoft Internet Explorer 7 or 8
- Office Productivity Suites
 - Word processing (Microsoft Word 2003 or later, Microsoft Office 2003 or later, OpenOffice)
- Browser Viewers and Players
 - Windows Media Player 7 or later (typically included with Windows)
 - Adobe Flash Player 7 or later
 - Adobe Reader 9 or later
- Other software may be required. Please consult the course syllabus.

Mac OS X (Tiger, Leopard, Snow Leopard)

- Browser

- Mozilla Firefox 3.6
 - Safari 4 or 5 (not compatible with all university systems)
- Office Productivity Suites
 - Word processing (Microsoft Word 2004 or later, Microsoft Office 2004 or later, OpenOffice)
- Browser Viewers and Players
 - Flip4Mac (support for .wmv files)
 - Adobe Flash Player 7 or later
 - Adobe Reader 9 or later
- Other software may be required. Please consult the course syllabus.

Required Browser Settings

Please consult the browser documentation for specific procedures

- Cookies must be enabled
- JavaScript must be enabled
- Disable popup-blocking for each service (e.g. Moodle)
- Disable additional Toolbars (AIM Toolbar, Google Toolbar, Yahoo Toolbar, etc.) as they can interfere with IUP online services
- Install Java Runtime Environment (JRE)

Connectivity Guidelines

IUP online services are best utilized when accessed via high-speed/broadband Internet connection such as DSL, cable modem, or other high-speed service. Dial-up service may be an option for course material and collaboration that does not rely on media rich content. Please consult the course syllabus for media-rich course material or connectivity requirements.

Other Media Players and Viewers

- Adobe Shockwave
- Microsoft Word Viewer 2007
- Microsoft PowerPoint Viewer 2007
- Microsoft Excel Viewer 2007
- Microsoft Word Viewer 2003
- Microsoft PowerPoint Viewer 2003
- Microsoft Excel Viewer 2003

IX. Bibliography

AEO, BECA and EVA. (2002). *The Guide to Managing Health & Safety at Exhibitions and Events* (The Red Book). Berkhamsted: Association of Exhibition Organizers, British Exhibition Contractors Association and Exhibition Venues Association

Allen, J. (2009). *Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management*. NY: Wiley.

Allen, J. (2005). *Time Management for Event Planners: Expert Techniques and Time-Saving Tips for Organizing Your Workload, Prioritizing Your Day, and Taking Control of Your Schedule*. NY: Wiley.

Columbus, G. (2011). *The Complete Guide to Careers in Special Events*. NY: Wiley.

Delaney, D. (2005). *American Wedding: Ritual and Style*. NY: Viking.

Drysdale, J. and Galipeau, J. (2008). *Profitable Menu Planning, 4th Edition*. NY: Prentice Hall.

Fenich, G. (2012). *Meetings, Expositions, Events & Conventions: An Introduction*. NY: Prentice Hall.

Goldblatt, J. (2011). *Special Events: A New Generation and the Next Frontier, 6th Edition*. NY: Wiley.

Goldblatt, J. (2007). *Special Events: The Roots and Wings of Celebration, 5th Edition*. NY: Wiley.

MacAdam, E. (2008). *Something New: Wedding Etiquette for Rule Breakers*. NY: Simon and Schuster.

Malouf, L. (2012). *Events Exposed: Managing & Designing Special Events*. NY: Wiley.

Piven, J. (2004). *Worst-Case Scenario Survival Handbook: Weddings*. Vancouver: Quirk.

Post, E. (2006). *Emily Post's Wedding Etiquette*. NY: Harper Collins.

Roney, C. (2000). *Knot guide to Wedding Vows and Traditions*. NY: Random House.

Rutherford Silvers and J. Goldblatt, J. (2012). *Professional Event Coordination, 2nd Edition*. NY: Wiley.

Shock, P. (2011). *On-Premise Catering: Hotels, Convention Centers, Arenas, Clubs and More, 2nd Edition*. NY: Wiley.

Tarlow, P. (2002). *Event Risk Management and Safety*. New York: Wiley.

Tentative Online Schedule
Winter 2011

<i>Session</i>	<i>Topic</i>	<i>Text</i>	<i>Course Objective</i>
1 <i>Foundations</i>	Role and scope of wedding event management in the hospitality industry Chat Room Introductions & Discussion	Chapter 1	#1 & #7
2 <i>Foundations</i>	Weddings, culture and religion Workshop Assignment #1	Chapter 2	#2
3 <i>Foundations</i>	History and hegemony Weddings, media and consumerism Workshop Assignment #2	Chapter 3 Chapters 4 & 6	#2
4 <i>Foundations</i>	The changing family, politics and law Workshop Assignment #3	Chapter 5	#2
5 <i>Practice</i>	Tourism and destination weddings Determining the vision Wedding timelines Workshop Assignment #4	Chapter 7 Chapter 10 Chapter 8	#3 & #6
6 <i>Practice</i>	Wedding budgets Food, beverage and the wedding cakes Workshop Assignment #5	Chapter 9 Chapter 11	#3, #4, #5, #6
7 <i>Practice</i>	Midterm Exam Wedding attire and the bridal party	Chapter 12	#2, #3, #5, #6
8 <i>Practice</i>	The ceremony Floral décor Workshop Assignment #6	Chapter 13 Chapter 14	#2, #3 & #6
9 <i>Practice</i>	Stationery elements and etiquette Workshop Assignment #7	Chapter 18	#2, #3 & #6
10 <i>Practice</i>	Photography Music and entertainment Workshop Assignment #8	Chapter 15 Chapter 16	#2, #3 & #6
11 <i>Practice</i>	Rentals and site layout Transportation Workshop Assignment #9	Chapter 17, Chapter 19	#3, #4, #5, #6
12 <i>Building your Operation's Business</i>	Wedding day details Post-wedding evaluation Workshop Assignment #10	Chapter 20 Chapter 21	#3, #6
13 <i>Building your Operation's Business</i>	Wedding Event plans, marketing and contracts	Chapter 22-24	#6
14 <i>Building your Operation's Business</i>	Wedding Event Proposal Project Presentations due Peer Review and Feedback		#6
15	Final Exam		#1-#7

Lesson Plan

Title: Introduction to Wedding Event Management

Subject: HRIM 281---Wedding Event Management in the Hospitality Industry

Author: Linda Sullivan

Time Duration: 1 Session

Overview: This is session #1. This is an opportunity to provide an introduction to wedding event management by presenting the impressive and significant current statistics recently released by industry researchers

Objective: To provide the rationale and foundation upon which to build the skill set necessary for future hospitality managers to work in the lucrative and demanding field of wedding event management. Through the use of the current statistics, students will be given the opportunity to become more aware of the significance and scope of this field of work.

Materials:

- Voice-over PowerPoint provided on the LMS (Moodle or Desire2Learn)
- PowerPoint Handout available for students to print as they are listening to the Lecture.
- State-of-the-Industry Handout provided on the LMS for students to read and/or print

Activities and Procedures:

Students will complete the following:

- Read the Module Assignment for the day's work
- Access the PowerPoint, listen and take notes.
- Reflect on their current career goals and aspirations regarding wedding event management through a guided Chat Room experience.

Conclusions:

- Participate with class in guided discussion regarding the challenges and rewards of working as a manager of wedding events in the hospitality industry.
- The PowerPoint will provide a platform for the students to begin to interact with their fellow classmates.
- Post Chat Room Points to Gradebook

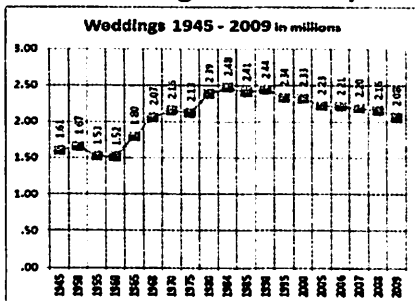
Wedding Event Management in the Hospitality Industry

An Introduction

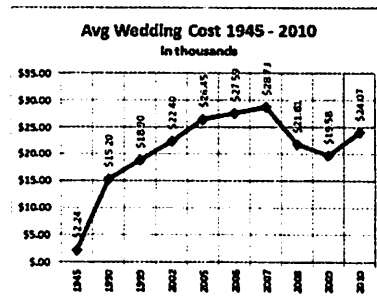
The Statistics

Source: 2011 American Wedding Study

Wedding Industry



Wedding Costs



Key Average (Nation-wide) Wedding Statistics

- Most Expensive Area to Get Married (excluding honeymoon): NYC (Manhattan), \$70,030
- Least Expensive Area to Get Married (excluding honeymoon): Utah, \$13,214
- Bride's Age: 29
- Groom's Age: 31
- Number of Guests: 141
- Number of Bridesmaids: 4
- Number of Groomsmen: 4
- Length of Engagement: 14 months
- Most Popular Engagement Month: December (16%)
- Most Popular Wedding Month: June (15%)
- Most Popular Wedding Color: White/Ivory (43%)

COSTS in 2011

- The average wedding cost is now \$26,501
 - Slightly more than a 5% decrease from 2009 (\$28,082)
 - Still up \$8,000 since 2002.



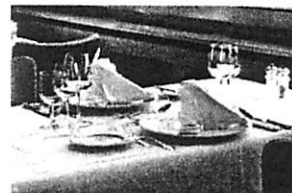
The #1 theme for weddings



Beach, Tropical, Luau

The reception accounts for 36% of wedding costs

Average Price Tag of \$13,367



The average wedding cake costs

\$480



Outside of the reception

- The largest chunks of money are going to:
 - Photography/Videography (\$3,367)
 - Wedding Rings (\$1,495)
 - Flowers (\$1,426)



Everyone pitches in to pay for the wedding and surrounding events.....

Brides- to-be are the primary contributors for

- the bridesmaid's luncheon (60%)
- wedding ceremony (57%)
- wedding weekend (53%)
- post-reception party (47%)




Together, 68% of brides and grooms are paying for their honeymoon.

WEDDING LOCATION:

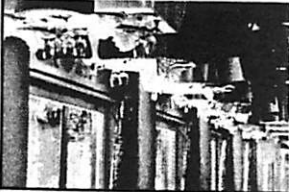
- Nearly half of couples (48%) wed in the city or town where they currently live, - 23% returning to their family's hometown for the occasion.
- One in ten engaged couples (15%) have a destination wedding, - an increase of 25% from 2009.
- Of those having a destination wedding, they are staying an average of 6 days/nights on location and their guests are staying 3 days/nights.

Their friends take charge of the

- bridal showers (72%)
- bachelor/bachelorette parties (88%)




His parents are still paying for the majority of the rehearsal dinner (60%).



Brides' parents are focused primarily on paying for the

- wedding reception (58%)
- next-day brunch (44%)
- engagement party (36%)



WEDDING AND RECEPTION

- The average number of guests is 152.
- The majority of brides-to-be (67%) would categorize their wedding as semi-formal in contrast to casual (19%) or black-tie (13%).
- 38% of receptions are described as classic or traditional (76% increase from 2009)
- 30% are described as intimate or modern (24%) (71% increase over 2009)

Reception Info

- Only 42% will have either a sit-down or buffet meal.
- Couples are opting for
 - cocktail hour (58%)
 - passed hors d'oeuvres (46%)
 - dessert stations (28%)
 - food stations (19%)
 - picnic/barbeque (5%)
 - sushi chef (2%)
 - wine tasting (2%)
 - food trucks (1%)



Liquor

- Has increased in importance
- 92% have some type of bar, toast or signature cocktail and liquor
- Alcohol glassware gifts for groomsmen doubling since 2009.



Traditions are still important

- 91% of weddings feature the cutting of the cake
- 90% of weddings incorporate a first dance
- 87% of weddings include celebratory toasts
- 68% of brides throw the bridal bouquet (down from 74% in 2 years)
- 57% of grooms throw the bride's garter (65%)
- Only 4% of weddings feature guests throwing rice.
- 20% now have a photo booth.
- 11% now make donations to charities in lieu of favors.
- 3% have started including professional dancers or comedians for entertainment.



Why are all these statistics important?



As a Hospitality Manager in a hotel, club, restaurant or resort...



Understanding this significant source of income is essential!

How Important?

- As a manager, you must understand all the details, complexities and intricacies of this important type of event.
- Ineptitude and lack of knowledge=loss of hospitality business and \$\$\$

So.....What do you need to know to be able to effectively manage this type of business?



#1

You must like weddings.

WHERE COULD YOU WORK AS A WEDDING EVENT MANAGER?

- HOTELS
- RESTAURANTS
- RESORTS
- CASINOS
- POPULAR PUBLIC/HISTORIC SITES
- DEDICATED CATERING OPERATION



WHY WORK IN WEDDING EVENTS?

- Able to utilize all your accumulated hospitality knowledge and experience
- Achieve excellent financial rewards
- Flexibility of living wherever you want
- Chance to meet new and fascinating people
- Satisfaction of working with the best resources to get the job done



WHAT KINDS OF OBSTACLES WILL YOU FACE?

- AS A NEW MANAGER, GETTING YOUR FIRST WEDDING ASSIGNMENT
- FINANCIAL CHALLENGES
- WORKING WITH A DIVERSE CLIENT/GUEST BASE
- LEARNING THE SPECIALIZED TIMING OF WEDDING EVENTS
- NEW SKILLS REQUIRED
- DEVELOPING A RESOURCE BASE
- DEVELOPING STRATEGIC ALLIANCES

What Kinds of Hospitality Management Skills Will You Need?

- Hospitality Computer Applications
- Development Planning
- Industry-Specific Employee Training
- F & B Management
- Guest Services
- Hospitality Operational Controls
- Employee Relations
- Forecasting & Budgeting
- Hospitality Law
- Leadership
- Managerial Communications
- Hospitality Marketing
- Research Skills
- Rooms Division Management
- Hotel Sales Techniques
- HR Staffing
- Strategic Planning

**TO BE
SUCCESSFUL
YOU MUST BE
COMMITTED!!**

COMMITTED TO

- MAKING A SUCCESS OF YOUR DEPARTMENT OR YOUR COMPANY
- PROVIDING MEANINGFUL DIFFERENTIATED SERVICES
- SELLING YOURSELF
- DEVELOPING A REPUTATION FOR PROVIDING MORE VALUE THAN EXPECTED



**THIS IS JUST THE
INTRODUCTION
TO THE WEDDING
EVENT
MANAGEMENT
PROCESS**

**During the next few weeks,
you will learn skills that can
last a career lifetime!**

Please email me or phone
me at your convenience.....

- If you have any questions or
concerns....



CHAT ROOM PARTICIPATION RUBRIC

Basic Protocol for Students

- Log on 5-10 minutes early. It is always polite to arrive to the chat room a few minutes early as you would in a regular classroom.
- Respond to each question posed by the moderator to the best of your ability. Your contributions to the chat are vital, and you provide a unique perspective that no one else can.
- Support the high academic quality of the discussion by saving your personal comments and conversations for before or after the chat.
- Posts should include at least one new idea/example, meet the minimum of 75 words, and engage in online chat at least four times.
- Refer to what you have learned in your weekly reading in your responses. (<http://www.gse.uci.edu/ed173online/index.html>)

	No Participation	Unsubstantial Participation	Partial Participation	Full Participation
Quality of Posting	Does not post an original peer response. 0 points	Post is not original and simply paraphrases what others have said or just says, "I agree..." or "Good idea..." ½ point	Post is original and contributes at least one new idea or example that adds value to the discussion. 1 points	Post is original and contributes >1 new idea or example that adds value to the discussion. 2 points
Quantity of Posting	At this point, it does not appear that you have posted any responses to your classmates in the Main forum. To earn full participation, post a substantive message twice a day on three different days. 0 points	Partial participation points earned this week. You have a good start at participation, but for a post to count toward participation credit, it must be substantial. Thoroughly discuss or converse with classmates. Say more than just "I agree" or "Good ideas". Have a conversation. To earn full participation, post twice a day on three different days. You are to have two a day on three different days to earn full credit. Good start overall! 1 points	Good start at participation this week. Your contributions to classroom discussion are stimulating and a pleasure to read. However, make sure to spread out evenly these participation posts. You are to have two a day on three different days to earn full credit. Thanks for sharing! 2 points	Full participation points earned this week! Fantastic! Your contributions to classroom discussion are stimulating and a pleasure to read. Thanks for sharing! 3 points

Length and Timeliness of Posting	Does not post a peer response in the discussion topic area during the discussion period. 0 points	N/A	Post does not meet the minimum word count of 75 words. 1 points	Post meets the minimum word count and posts peer responses during the discussion period. 2 points
Degree of Peer Interactivity	Does not interact with peers in the discussion topic area. 0 points	Writes unsubstantive peer responses throughout the discussion period. This does not include the initial response to the instructor's initial discussion question, but does include responses to peers and any additional instructor responses. 1 points	Writes at least 2 substantive peer responses throughout the discussion period. This does not include the initial response to the instructor's initial discussion question, but does include responses to peers and any additional instructor responses. 2 points	Writes > 4 substantive peer responses throughout the discussion period. This does not include the initial response to the instructor's initial discussion question, but does include responses to peers and any additional instructor responses. 3 points

Adapted from <http://www8.nau.edu/d-elearn/support/tutorials/discrubrics/attendpart.php>

TOTAL POINTS _____

COMMENTS:

State of the Wedding Industry Business

Reported Trends Q1Q2-2011

by Jen Rosenthal, PhD on 07/27/2011 in State of the Wedding Industry

Based on over 600 comments provided by various vendors in the wedding industry, we have come up with what you are seeing as current trends in the wedding industry as a whole. There were an overwhelming number of comments that discussed the “DIY bride”. Vendors are seeing an increase in the number of DIY brides and grooms from making their own wedding invitations, to making their own favors, couples are looking for ways to cut down on wedding spending. While this option may be more time consuming, they are saving money that can be put towards other areas of their wedding and budget. Other areas couples tend to be cutting down on their spending is on their wedding cakes and floral needs, choosing to have friends or family members take those tasks.

The other area with overwhelming number of comments was in regard to professional wedding photographers seeing brides and grooms deciding to go with less experienced, less well known, and often times new to the scene photographers, instead of higher priced, more experienced ones. There were also quite a few comments relating to what brides and grooms want from their photographer. More specifically they want digital images and files. One commenter noted that wedding albums are becoming less valuable to couples since they pale in comparison to the instant gratification of digital files. The availability of digital files allows couples to share their photos immediately with friends and family as well as on social networking website such as Facebook. Interestingly, while brides and grooms seem to be going with less expensive and less experienced photographers, comments show that they still are requesting more creativity and quality from their photographer. Vendors are also seeing more couples trying to negotiate pricing for their services than they once did.

Another trend that vendors are seeing more of is couples turning to the Internet for their wedding needs. Brides and grooms are researching vendors, reading social media sites and blogs to make their decisions. A commenter noted that vendors should be aware of this and use that as a way to reach potential clients, seeing social media as more effective than any print ads. Couples are also using the Internet for many of their wedding day needs such as brides buying their wedding dresses online and couples looking for honeymoon locations. Trend comments indicate that couples are less likely to use travel agents when it comes to booking their honeymoons, instead turning to websites like Expedia, Orbitz, and Priceline for the best deals. Another comment noted couples looking for wedding deals on websites such as Groupon and Living Social.

Trends in visual aspects of weddings is also being seen with more couples requesting slideshows during their receptions as well as having photo booths available. Uplighting requests are also on the rise. Comments from vendors indicate that to make room in the budget for these additional wedding features, couples are making other changes. Brides and grooms are combining ceremony and reception locations, as well as having smaller guest lists or often times choosing destination weddings to save money. Vendors are seeing more off-season bookings as well as

more Fridays and Sundays when prices are lower. They are also seeing a delay in booking by brides and grooms than in past years. Where couples once started booking 6 – 12 months in advance of their wedding, the trend is leaning towards just 1-3 months out. This may be due to couples shopping around for the best price as some comments mentioned. Videography seems to be the last vendor booked, as a commenter noted, as couples wait to see what they have left in their wedding budget and then make the decision whether to hire one.