

HSTM 247C : Principles of Wedding Planner Management

Provides an introduction to the planning and management of weddings. Students will examine all aspects of wedding planning from event coordination to design and planning of weddings, including destination weddings. Key content to be studied includes culture, contracts, timelines, budgets, venues, food and beverage management, ceremonies, music, and correlated issues. Time management skills are key to success in this course.

Credits 3

Lab/Practicum/Clinical Hours 0

Lecture Hours 3

Prerequisites

Permission of the program coordinator

Learning Outcomes

- Understand the role and scope of wedding consultancy.
- Demonstrate understanding of the political and economic influences on weddings.
- Understand contract negotiations with bride, vendors, and other contracted workers.
- Be familiar with different types of wedding traditions and culture with an understanding of ethnic backgrounds.
- Develop and implement a wedding day timeline and wedding budget.
- Engage the involvement of businesses in the wedding planning process.