

# WEDDING AND EVENT MANAGEMENT CERTIFICATE

## Purpose

The Wedding and Event Planning Certificate program is designed for individuals planning to enter the fields of event and wedding planning, special events, business leadership and management, and public relations. Taught by industry experts, the program emphasizes the development of technical and professional skills with the goal of fostering individual growth and creativity.

Students who complete this program will develop the skills, confidence, and experience required to plan events and conduct business in all areas of the field.

## Duration

Part-time for one to two years, based on course availability.

## Learning Outcomes

Upon successful completion of this program, graduates will be able to:

1. Use effective leadership and communication skills to manage weddings and events.
2. Determine the logistical requirements of a given wedding or event based on style considerations such as themes, cultures, traditions, and protocol.
3. Design an effective event marketing plan by identifying sales/marketing strategies and appropriately pricing and distributing the required products.
4. Negotiate with suppliers and vendors to secure the materials and services required for local and destination weddings and events.
5. Select venues that will accommodate the food and beverage requirements for local and destination events.
6. Prepare the necessary business and financial documents associated with wedding and event planning.
7. Work with each client to ensure that necessary legal documents are acquired and contingencies are met.
8. Apply the appropriate public relations models to each organization and event.
9. Model professionalism by adhering to the professional code of ethics and legal and workplace standards.
10. Use business mathematics and applications to cost weddings and events.

## Admission Requirements

Vancouver Community College is a post-secondary institution committed to educating adult learners. Applicants should be 18 years of age or older, or a secondary school graduate.

## Program Requirements

Code	Title	Credits
EVNT 1107	Destination Weddings	2
EVNT 1108	Wedding Planning	2
EVNT 1109	Event Planning	2
BUSI 1315	Media and Public Relations	2
LEAD 1150	Introduction to Business	2
LEAD 1151	Human Resource Management	2
LEAD 1152	Finance	2
LEAD 1153	Sales and Marketing Management	2
LEAD 1154	Business Ethics	2
<b>Total Credits</b>		<b>18</b>

This guide is intended as a general guideline only. The College reserves the right to make changes as appropriate.

## Evaluation of Student Learning

Evaluation of each course is determined by the instructor and may include a combination of practical assignments, projects, and theory and/or practical exams.

Students must achieve a C+ in each course to be eligible to receive their certificate.

## Prior Learning Assessment and Recognition (PLAR)

Prior learning assessment and recognition is not available for this program.

## Transcript of Achievement

The evaluation of learning outcomes for each student is prepared by the instructor and reported to the Student Records Department at the completion of semesters.

The transcript typically shows a letter grade for each course. The grade point equivalent for a course is obtained from letter grades as follows:

## Grading Standard

Grade	Percentage	Description	Grade Point Equivalency
A+	95-100		4.33
A	90-94		4.00
A-	85-89		3.67
B+	80-84		3.33
B	75-79		3.00
B-	70-74		2.67
C+	65-69	Minimum Pass	2.33
C	60-64		2.00
C-	55-59		1.67
D	50-54		1.00
F	0-49	Failing Grade	0.00

S	70 or greater	Satisfactory – student has met and mastered a clearly defined body of skills and performances to required standards	N/A
U		Unsatisfactory – student has not met and mastered a clearly defined body of skills and performances to required standards	N/A
I		Incomplete	N/A
IP		Course in Progress	N/A
W		Withdrawal	N/A
<b>Course Standings</b>			
R		Audit. No Credits	N/A
EX		Exempt. Credit Granted	N/A
TC		Transfer Credit	N/A

## Grade Point Average (GPA)

1. The course grade points shall be calculated as the product of the course credit value and the grade value.
2. The GPA shall be calculated by dividing the total number of achieved course grade points by the total number of assigned course credit values. This cumulative GPA shall be determined and stated on the Transcript at the end of each Program level or semester.
3. Grades shall be assigned to repeated courses in the same manner as courses taken only once. For the purpose of GPA calculation of grades for repeated courses, they will be included in the calculation of the cumulative GPA.