



OFFICE OF PROFESSIONAL AND  
CONTINUING EDUCATION

Office of Professional & Continuing Education  
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Auburn University is an equal opportunity educational institution/employer.  
No refunds can be issued after the start date published in your Financial Award document.

## Education & Training Plan

Student Name: \_\_\_\_\_

Start & End Dates: \_\_\_/\_\_\_/\_\_\_\_\_ to \_\_\_/\_\_\_/\_\_\_\_\_

### Wedding Consultant Entrepreneur Certificate Program

#### Mentor Supported

#### MyCAA Information

Course Code: AU- WCE2  
Program Duration: 9 Months  
Course Contact Hours: 405  
Student Tuition: \$3,950

This training program combines a two course training track:

- **Wedding Consultant**
- **Start Your Own Business**

It's the most important day in many couples' lives and everything needs to be perfect. With weddings becoming larger, costlier and more complex, more than two thirds of engaged couples are turning to professional wedding consultants for help. Learn how to combine your creative vision with their individual preferences to create the wedding of their dreams. Discover the newest wedding trends and find out how to be the first to adopt these new trends.

#### The Job Outlook

Although the U.S. Bureau of Labor Statistics doesn't collect information on wedding planners, it predicted that there are many opportunities for individuals in this profession because approximately ten percent of engaged couples work with a planner. Employment of meeting, convention, and event planners is expected to grow 44 percent from 2010 to 2020, much faster than the average for all occupations. As businesses and organizations become increasingly international, meetings and conventions are expected to become even more important. For many of these organizations, meetings are the only time they can bring their members together.

## **Certification:**

Upon successful completion of our Wedding Consultant course, students will be prepared to sit for the NCCB national certification exam to become a **Certified Wedding Planning Professional (CWPP)**.

# **Wedding Consultant**

## 180 Hours

## **Overview**

It's the most important day in many couples' lives and everything needs to be perfect. With weddings becoming larger, costlier and more complex, more than two thirds of engaged couples are turning to professional wedding consultants for help. Learn how to combine your creative vision with their individual preferences to create the wedding of their dreams. Discover the newest wedding trends and find out how to be the first to adopt these new trends.

Drawing on wedding traditions and customs from around the world, this course includes real-world information on:

- Vows, from the traditional to the creative
- Rituals, former variety of traditions
- Toasts, from the classic to advice on writing your own
- Readings, spanning various customs and heritages
- Music, from classical to popular

After completing this course, you should be able to:

- Identify techniques for planning a wedding ceremony
- Comprehend the role of wedding vows and traditions
- Identify the elements involved in the wedding consulting business
- Identify techniques for marketing and determining fees and services
- Define basic wedding elements the wedding consult must consider

## **Outline**

### **Wedding Consultant Module 1** **The Ceremony Planner**

- Setting the Tone for the Wedding
- Taking Charge of the Wedding
- Choosing an Officiant
- Deciding Who will Participate
- Planning the Ceremony Location
- The Wedding Program
- The Wedding Rehearsal

- The Ceremony Text
- Incorporating Personal Beliefs
- Checklists and Worksheets

## **Wedding Consultant Module 2**

### **Wedding Vows and Traditions**

- Traditional Religious Vows
- Interfaith and Nondenominational Vows
- Civil Vows
- Writing Your Own Vows
- Traditional & Nontraditional Readings
- Exchanging Ring Ceremonies
- Unifying Rituals
- Programs and Quotes
- Selecting the Music
- Speeches and Toasts

## **Wedding Consultant Module 3**

### **The Wedding Consultant Business**

- Characteristics of a Successful Bridal Consultant
- The Role of the Consultant
- Wedding Day Duties
- Consulting Services and Fees
- Developing Your Market
- Writing a Mission Statement
- Building the Foundations of Your Business
- Writing a Business Plan
- Legal Issues
- The Cost of Doing Business
- Developing a Vendor Network
- Marketing Your Business
- Using the Internet
- Tracking Your Finances

## **Wedding Consultant Module 4**

### **The Portable Wedding Consultant**

- Accessories, Attendants, Attire
- The Ceremony Itself
- Divorced parents
- Finances, Flowers, Guest Lists
- Invitations, Honeymoon
- Kids at Weddings
- Music and Photography
- Hair and Makeup
- Rehearsals, Gifts, the Reception
- Showers, Rings, Thank You Notes
- Traditions, Transportation
- Tuxedos, Wedding Gowns
- Videography

- Wedding Cakes

## **Start Your Own Business**

225 Hours

### **Overview**

Have you ever eaten a Mrs. Fields cookie? Used an Apple computer? Listened to a hip-hop CD? Entrepreneurs brought these products to your world. People that start their own businesses and work for themselves are called entrepreneurs. For an entrepreneur the sky is the limit as far as earnings and potential success. An entrepreneur is someone who has recognized an opportunity to start a business that other people may not have noticed. Entrepreneurs can shape and create an opportunity where others see little or nothing -- or see it too early or too late. Our *Start Your Own Business* class will help you create the business you want. Throughout this course you will be working on your business plan and creating a quick comprehensive overview of the elements you want in your new business.

After completing this course, you should be able to:

- Define entrepreneurship
- Recall the steps for developing a business plan
- Identify methods for forming a financing strategy
- Recognize the fundamentals of commercial law
- Distinguish between potential strategies for growing your business

### **Outline**

#### **Start Your Own Business Module 1 Entrepreneurial Pathways**

- Defining Entrepreneurship
- What Entrepreneurs Do
- Finding & Evaluating Opportunity
- Examining Profits
- Creating Business from Opportunity
- Creating a Feasibility Analysis
- Developing a Business Model
- Defining Your Business
- Analyzing Your Competitive Advantage
- Viability Testing
- Valuing a Business

#### **Start Your Own Business Module 2 Integrated Marketing**

- Exploring Your Market

- Marketing vs. Selling
- Market Research
- Market Segments
- Positioning Your Product or Service
- Developing Your Marketing Plan
- Marketing Mix
- Pricing Your Products
- Breakeven Analysis
- Smart Selling
- Effective Customer Service
- Principles of Selling
- Successful Sales Calls
- Customer Relationship Management

### **Start Your Own Business Module 3 Cost Analysis**

- Understanding & Managing Costs
- Identify Required Investment
- Analyze Fixed Operating Costs
- Calculate Gross Profit
- Financial Record Keeping
- Financial Statements
- Income Statements
- Examining a Balance Sheet
- Financial Ratio Analysis
- Calculating Return on Investment
- Same-Size Analysis
- Quick, Current & Debt Ratios

### **Start Your Own Business Module 4 Financing Strategy**

- Cash Flow Management
- Cash vs. Profits
- Cash Flow Statement
- Cash Budget
- Taxes
- Filing Tax Returns
- Financing Preferences
- Types of Business Financing
- Debt vs. Equity Financing
- Identifying Sources of Capital
- Stocks & Bonds as Investments

### **Start Your Own Business Module 5 Operating For Success**

- Addressing Legal Issues
- Managing Risk
- Business Legal Structures
- Contracts

- Commercial Law
- Intellectual Property
- Protecting Tangible Assets
- Operations in a Business
- Production-Distribution Chain
- Supply Chain Management
- Managing Suppliers
- Managing Inventory
- Facilities Location & Design

### **Start Your Own Business Module 6 Growing Your Business**

- Management
- 10 Basic Tasks Handled by Managers
- Leadership Styles
- Organizational Cultures
- Organizational Structure
- Human Resources Management
- Ethical Leadership
- Incorporating Social Responsibility
- Ethical Practices
- Growing Your Business
- Franchising
- Licensing
- Cashing in Your Brand
- Methods for Valuing a Business

### **Materials Included:**

- *Entrepreneurship: Starting and Operating a Small Business* by Steve Mariotti & Caroline Glackin

### **System Requirements:**

#### **Internet Connection**

- Broadband or High-Speed - DSL, Cable, and Wireless Connections

\*Dial-Up internet connections will result in a diminished online experience. Classroom pages may load slowly and viewing large audio and video files may not be possible.

#### **Hardware Requirements**

- Processor - 2GHz Processor or Higher
- Memory - 1 GB RAM Minimum Recommended

\*While our courses are accessible through multiple mobile learning platforms, some courses may include a CD or DVD with the Textbook, so you may need access to a computer with CD-ROM or DVD Drive.

#### **PC Software Requirements**

- Operating Systems - Windows Vista, Windows 7, Windows 8 or 8.1

- Microsoft Office 2007, 2010 or 2013 or a Word Processing application to save and open Microsoft Office formats (.doc, .docx, .xls, .xlsx, .ppt, .pptx)
- Internet Browsers - Google Chrome is highly recommended
  - Cookies MUST be enabled
  - Pop-ups MUST be allowed (Pop-up Blocker disabled)
- Kindle Reader App is needed for many of our courses (No special equipment needed. This can be downloaded for FREE onto your computer.)
- PowerPoint Viewer (if you do not have PowerPoint)
- Adobe PDF Reader
- QuickTime, Windows Media Player &/or Real Player

### **MAC Software Requirements**

- Operating Systems - Mac OS x 10 or higher with Windows
- Mac office programs or a Word Processing application to save and open Microsoft Office formats (.doc, .docx, .xls, .xlsx, .ppt, .pptx)
- Internet Browsers- Google Chrome is highly recommended
  - Cookies MUST be enabled
  - Pop-ups MUST be allowed (Pop-up Blocker disabled)
- Kindle Reader App is needed for many of our courses (No special equipment needed. This can be downloaded for FREE onto your computer.)
- PowerPoint Viewer (if you do not have PowerPoint)
- Adobe PDF Reader
- Apple QuickTime Media Player
- If your course has a CD-ROM or DVD included, you **may** need to have Microsoft Windows Operating Systems over Bootcamp (Bootcamp is a free download from Apple's website) or Windows setup with Parallels.

**\*\*Outlines are subject to change, as courses and materials are updated.\*\***