Certified Wedding Planner Program

Program Duration: 12 months

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| **Course Sequence** | **Modules/Lessons** | **Suggested Study Schedule** |
| Certified Wedding Planner | Lesson 1 Wedding Industry Overview | Week 1 |
|  | Lesson 2 Engagement | Week 2 -3 |
|  | Lesson 3 Role as a Certified Wedding Planner | Week 4 -5 |
|  | Lesson 4 Running Your Own Business | Week 6 |
|  | Lesson 5 Documentation and Goals | Week 7 |
|  | Lesson 6 Vendor and Venue Selection | Week 8 |
|  | Lesson 7 Contracts and Negotiations | Week 9 -10 |
|  | Lesson 8 The Traditional Wedding Planner | Week 11 |
|  | Lesson 9 Wedding Cultures and Traditions | Week 12 |
|  | Lesson 10 Traditional and Non-traditional Wedding Ceremonies | Week 13 |
|  | Lesson 11 The Wedding Gown | Week 14 |
|  | Lesson 12 wedding Music | Week 15 |
|  | Lesson 13 Signature Wedding and Events | Week 16 |
|  | Lesson 14 Marketing Your Business | Week 17 |
|  | Lesson 15 Marketing on a Local Level | Week 18 |
|  | Lesson 16 Bridal Shows | Week 19 – 20 |
|  | Lesson 17 Online Marketing | Week 21 |
|  | Lesson 18 Public Relations | Week 22 – 23 |
|  | Lesson 19 Destination Wedding and Organizational Software | Week 24 |
|  | Lesson 20 Expanding Your Business Offerings | Week 25-26 |
| Intro to Leadership |  | Week 27 |
| Leaders and Work-life Balance |  | Week 27 |
| Leading and Managing change |  | Week 28 |
| Leading Teams |  | Week 28 |
| Business Essentials |  | Week 29 - 31 |
| Management Fundamentals |  | Week 32 – 33 |
| Marketing and Sales |  | Week 34 – 35 |
| Business Financial Management |  | Week 36 – 38 |
| Business in the Electronic Age |  | Week 39 – 40 |
| Business Presentation Skills |  | Week 41 -42 |
| Business Correspondence Level 1 |  | Week 43 – 44 |
| Human Resource Management |  | Week 45 – 46 |
| Office Procedures level 1 |  | Week 47- 49 |
| Office Procedures level 2 |  |  |
|  |  | Week 50 - 52 |

* The above schedule is provided as a generic guideline to help students manage their study pace efficiently towards on time completion.
* Students who are able to finish courses in a faster pace are allowed and encouraged to do so for earlier completion.
* We recommend students to follow the course sequence in the order listed above.