

Certified Wedding Planner Program

Program Duration: 12 months

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.