

CWEP COURSE SYLLABUS

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| Week 1 | <ul style="list-style-type: none"> • CWEP Course Introduction • Chapter 1: Wedding Industry Overview • Chapter 1 Quiz • Chapter 2: Engagement | <ul style="list-style-type: none"> • Chapter 2 Quiz |
| Week 2 | <ul style="list-style-type: none"> • Chapter 3: Your Role as a Planner • Chapter 3 Quiz • Chapter 6: Vendor and Venue Selection | <ul style="list-style-type: none"> • Chapter 6 Quiz • Chapter 8: The Traditional Wedding Planner • Chapter 8 Quiz |
| Week 3 | <ul style="list-style-type: none"> • Chapter 9: Wedding Cultures and Traditions • Chapter 9 Quiz • Chapter 10: Traditional and | <ul style="list-style-type: none"> • Non-Traditional Wedding Ceremonies • Chapter 10 Quiz • Chapter 11: The Wedding Gowning Planner |
| Week 4 | <ul style="list-style-type: none"> • Chapter 12: Wedding Music • Chapter 12 Quiz • Chapter 13: Signature Weddings • Chapter 13 Quiz | |
| Week 5 | <ul style="list-style-type: none"> • Chapter 7: Contracts and Negotiations • Chapter 7 Quiz • Chapter 19: Destination Weddings | <ul style="list-style-type: none"> • Chapter 19 Quiz • Chapter 20: Expanding Your Business Offerings • Chapter 20 Quiz |
| Week 6 | <ul style="list-style-type: none"> • Chapter 22: Relationship Education • Chapter 22 Quiz | |
| Week 7 | <ul style="list-style-type: none"> • Chapter 21: Wedding Planning Certification • Chapter 21 Quiz | |
| Week 8 | <ul style="list-style-type: none"> • Chapter 4: Running Your Own Business • Chapter 4 Quiz • Chapter 5: Documentation and Goals | <ul style="list-style-type: none"> • Chapter 5 Quiz |

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Week 9

- Chapter 16: Bridal Shows
- Chapter 16 Quiz
- Chapter 17: Online Marketing
- Chapter 17 Quiz

Week 10

- Chapter 18: Public Relations
- Chapter 18 Quiz
- Chapter 23: Philanthropy
- Chapter 23 Quiz

Week 11

- Chapter 14: Marketing Your Business
- Chapter 14 Quiz
- Chapter 15: Marketing on a Local Level
- Chapter 15 Quiz

Week 12

- Final
- CWEP Certification Exam
- CWEP Course Evaluation
- Name Verification