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**REFLECTING CHRIST IN MY BUSINESS:
INTEGRATING CHRISTIAN VALUES
IN MARKETING CLASSES**

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Introduction

Globalization brought enormous challenges among business. Widening market opportunities created more activities for the organization. The prospect of future business growth is a significant consideration to venture although there are no guarantees that the next move will be a good one. However, business organizations continue to find ways and means to produce products to be offered to the market.

All companies or organizations market products. "Products are classified as goods, services, ideas, people, places, and experiences."¹ Whether it is non-profit (service) or for profit (income generating) organizations, marketing guides business leaders in managing marketing efforts.

A student may be asked, why go into business? The answer could be to provide services and/or earn profit and accumulate wealth. Wealth may be defined according to one's values. Being wealthy or rich or having a lot of money is not bad nor violates any human or God's law. "Everybody wants to live a rich life--a life rich with success, rich in money, love, beauty, and infinite possibilities."²

"The Bible does not condemn the rich man because he is rich; it does not declare the acquisition of wealth to be a sin, nor does it say that money is the root of all evil...The scriptures teach that wealth is a dangerous possession only when placed in competition with the immoral treasure. It is when the earthly and temporal absorbs the thoughts, the affection, the devotion which God claims that it becomes a snare."³

Although there is nothing wrong with wealth or being rich, the danger is, "today's generation of business leaders have become greedier. It is just that the appetite for greed has increased with the tremendous growth in opportunities to be greedy."⁴

Purpose

The purpose of this essay is to integrate Christian values in Marketing classes for the purpose of guiding students as they prepare to enter the dynamic world of business. Obviously, students take business courses to be

equipped with knowledge and skills in managing and conducting business. They are looking forward to a more stable and progressive economic life.

Although Christian values are formed from childhood, it is the duty and responsibility of Christian teachers to integrate and re-enforce Christian values to every learner in all aspects of business transactions through lectures, discussion, modeling, and classroom interaction.

Discussion

Marketing Definition

“Marketing is a process of continuously and profitably satisfying customers’ needs, wants, and expectations more superiorly than competitors.”⁵

Lao defines marketing as “the process of planning and executing the conception, pricing, promotions, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.”⁶

Marketing Concepts

Marketing is an essential function of any business. As the marketing theorist Theodore Levitt says, “There can be no effective corporate strategy that is not marketing oriented, that does not in the end follow this unyielding prescription: The purpose of marketing to business is to create and keep customer.”⁷

Businesses develop products and services that customers want at prices they are willing to pay. Marketing broadly conceived includes the following: “making decisions about what products or services to be offered to the market, who are the potential customers for these goods, how to reach the target market and induce them to buy, how to price the product or service to make it attractive to the customers and how to deliver the goods physically to the ultimate customers.”⁸

With respect to customers, the main moral obligation of a salesperson is “to facilitate the conditions for a fair transaction that the customer act freely and with adequate knowledge.”⁹

Fairness is the central concern because it is a basic moral requirement of any market transaction. These three principles of fairness, freedom, and well-being can be expressed in the four points Bill of Rights for Consumers that President John F. Kennedy proclaimed in 1962:

1. The right to be protected from harmful products (well-being),
2. The right to be provided with adequate information about products (fairness),
3. The right to be offered a choice that includes the products that consumers want (well-being and freedom), and
4. The right to have a voice in the making of major marketing decisions.¹⁰

Marketing Issues

Product. The concern is about “product safety, unhealthful foods, poor quality or value and social impact.”¹¹

Price. Prices are critical for efficient marketing. “The price of any good product should reflect all available information about its value and enable market participants to make rational economic choice.”¹²

Issues about price include “predatory pricing which undercut competition unfairly, price gouging (unfair pricing), resale price maintenance, price discrimination which is charging more to some customers than others, misleading prices making it difficult for consumers to make comparisons and markdowns from an unrealistic regular price, and price fixing which is colluding with competitors to keep prices high.”¹³

Promotions. Promotion is the most visible face of marketing that makes it the greatest moral scrutiny. Promotional activities that are usually facing criticism focus on “questionable sales techniques and possible deception and manipulation in advertising.”¹⁴

Sales Practices . As a part of sales, most marketers experience personal or business to business selling. Most of the violation focuses more on “deception”¹⁵ and “manipulation.”¹⁶

“Sales people are normally put under pressure to sell by means of commissions, quotas, and other transactions techniques. They may be led or be pressured to lie to customers, conceal information, make unrealistic promises, disparage the competition, and oversell or pushing products the customer does not need. Sales persons may also be tempted to

cultivate customers with lavish entertainment or other perks and close deals by offering or agreeing to pay kickbacks or outright bribes without the company's knowledge."¹⁷

Labeling. The label is a means for selling product and informing the consumer. What appears on the label is important in judging the fairness of the transaction.

"Information on the label is important in making consumer choice; it is the bottom line in making rational buying decisions. Manufacturers offer a number of reasons for not providing complete information because of "trade secrets."¹⁸

Distribution. Distribution is the means by which products are delivered from the manufacturer to the ultimate consumer. Ethical issues concerning distribution are "abuse of power in channeling relations, slotting allowances to gain access to shelf and gray marketing."¹⁹

Advertising. "Advertising is paid non-personal communication about an organization and its products that is transmitted to a target audience through mass medium,"²⁰ Miranda defined advertising as "any paid form personal presentation and promotion of ideas, goods, and services by an identified sponsor."²¹

Advertising goals are to attract attention, create interest, stimulate desire, and induce action."²² Its single aim is to get people to buy. However, advertising has great impact on persons and society.

"Advertising shapes persons, beliefs, attitudes, and values. Its impact on personality formation rivals that of parents, teachers, and religious leaders. It has enormous impact on children's cognitive, and emotional development."²³ "It has the power to affect not only persons but groups in society such as damaging stereotypes of elderly, women, and racial ethnic groups, and especially the poor who are targeted not only with harmful products such as alcohol and cigarettes."²⁴

Most of the ethical problems in marketing involve three critical concepts such as fairness or justice, freedom, and well-being. Ethical issues on advertising covers "deceptive advertising, irrational persuasion, exaggerated claims and outright falsehoods, lack of taste, irritating repetition, offensive character, morality of advertising such as alcohol and tobacco products and advertising aimed at children."²⁵

Integration of Christian Faith and Values

Theological Framework

This essay is anchored on “Christ as the Head” of the business, the “Unseen Manager” in every department, and the “Silent Partner” in every transaction.

God is the owner of the universe. He said, “For the world is Mine and the fullness thereof.”(1 Cor. 10:26) “He created the heaven and the earth,”(Genesis 1:1) He created all things, and “all things were made by Him.”(John 1:1-5) “God is the Superintendent as well as the Creator of all things.”²⁶ Christ being the Leader and the Ruler,²⁷ the true Owner²⁸ made “man as trustee”²⁹ to manage all the resources in the organization.

If God is the Owner of the business and businessmen are the trustees, this shows that every person engaged in business must perform every business transaction according to God’s instruction.

“The Lord tells every man that in the sight of God, he is not the owner of what he possesses but only a trustee. Not thine but Mine, saith the Lord. God will call you to account for your stewardship, whether you have one talent or two, or five, not a farthing is to be squandered for your own selfish indulgences. Your accountability to Heaven should cause you to fear and tremble.”³⁰

Business owners do not necessarily manage directly his business. Management may be left to his trustees/stewards to oversee every operational or functional areas of the organization. One of the functional areas of the organization is Marketing, “the heart of the organization.”

Any decision a manager or a marketer makes always involve ethical decisions. Holmes pointed out that in addressing ethical issues, there are three questions that are essential in the integration of Christian principles into ethical discussion:

1. What are the facts in the case, including contributing causes and possible consequences?
2. What middle-level concepts are involved? What are the purposes of God intended for this area of human activity? (Here theology and (and philosophy come into play.)
3. What policy or action is called for in this kind of case or situation?

How can we pursue proper purposes with justice and with love for all those involved?³¹

Christian Faith and Values

Emphasis in teaching Marketing subjects is focused on providing quality products and services. Producing the best quality products and giving the best service will result in unexpected profit. The Christian practice or rectitude in the whole aspect of business will not only give glory and honor to the Owner of the Universe, but will bless mankind and prosper one's business God has entrusted him. "Seek ye first the kingdom of God and His righteousness and all these things shall be added unto you."^(Matt. 6:33)

"All branches of business, all manner of employments, are under the eye of God' and every Christian has been given the ability to do something in the cause of the Master. Whether engaged in business in the field, in the warehouse, or in the counting room, men will be held responsible to God for the wise and honest employment of their talents...An inordinate desire for gain will lead even the professed follower of Christ into imitation of the customs of the world. They will be influenced to dishonor their religion by over-reaching in trade, oppressing the widow and the orphan, and turning away the stranger from his right."³²

Honesty and Integrity. Honesty requires commitment in any business transaction. Students need to learn that integrity is far more important than winning in business at any cost. The desperation of earning more and more money fueled by greed can lead to corruption.

The Scripture presents significant values on honesty and integrity to guide business people. Solomon's words of wisdom are very powerful instruction in marketing when he said: "The integrity of the upright shall guide them."^(Prov. 1:7); "He that maketh haste to be rich shall not be innocent."^(Prov. 28:20); "Wealth gotten in haste shall be diminished: but he that gathereth by labor shall have increase."^(Prov. 13:11); "So are the paths of every one that is greedy of gain: it taketh away the life of its possessors."^(Prov. 1:19); and "Treasures of wickedness profit nothing; but righteousness delivereth from death."^(Prov. 10:2).

Ellen White in her writing said,

"As we deal with our fellow men in petty dishonesty or in more daring fraud, so will we deal with God. Men who persist in a course of dishonesty will carry out their principles until they cheat their own soul, and lose heaven and eternal life. They will sacrifice

honor and religion for a small worldly advantage...Honesty should stamp every action of our lives.”³³

Ellen White warned:

“Every movement of this order which comes to excite the desire to get riches quickly by speculation, takes the minds of the people away from the most solemn truths that were given to mortals. There maybe encouraging prospects for a time, but the end of the matter is failure. The Lord endorses no such movements. If this work is sanctified, many would be attracted by the speculative schemes that could not in any other way be led away from the work of presenting the solemn truths that must be given to the people of this time.”³⁴

Ellen White further warned God’s people that:

“Worldliness usurped the place of God and religion in the soul. Avaricious greed for wealth exerted such a fascinating, bewitching influence over the life that is resulted in perverting the nobility, and corrupting the humanity of men until they were drowned in perdition...”³⁵

“He that walketh uprightly, and worketh righteousness, and speaketh the truth in his heart...He that sweareth to his own hurt, and changeth not; he that despiseth the gain of oppressions, that shaketh his hands from holding of bribes...and shutteth his eyes from seeing evil; he shall dwell on high:...bread shall be given him; waters shall be sure. Thine eyes shall see the King in His beauty: they shall behold the land that ‘is far off.’”³⁶

The moral validity of buying, selling, and providing service for profit is a big consideration in conducting Christian business. New Testament record revealed that Paul was engaged in trade while doing God’s work in the olden time. His business supported God’s ministry and he did it with pride and integrity.

Excellence. Being created in the image God, God wants His subjects to do their best in whatever they do. Producing the best quality products and delivering the best quality service is a must for every Christian businessman. “God calls for decided improvement to be made in various branches of work. The business done in connection with the cause of God must be marked with greater precision and exactitude.”³⁷

Diligence. Doing business is putting action to what a person has envisioned. It takes more than a positive attitude to have a successful business. It takes a lot of hard work and determination over a long period of time in order to have a good harvest. No amount of praying and believing would change this idea of diligence.

The ants, the very hard-working tiny creatures, showed a classic example of this virtue of diligence, The Scripture stated, “Go to the ant thou sluggard; consider her ways and be wise!”(Prov. 6:6); “Seest thou a man diligent in his business? He shall stand before kings; he shall not stand before mean men.”(Prov. 22:29).

A business person is accountable to God of his talents and capabilities in doing business. Any transaction must not only for the benefit of his own self but others as well. “To every man is given his work,”(Mark 13:34) the work for which his capabilities adapt him, the work which will result in greatest good to himself and to his fellow men, and in greatest honor to God.”³⁸

Purity. A business person who has peace of mind, joy, and abundance, contentment, and running a profitable business is considered a successful man. This is attained by those who have pure intention and adhering to God’s command. Being pure in heart is being righteous, “The righteous is delivered out of trouble...”(Prov. 11:8).

Business transactions must be marked with purity. Ellen White stated that:

“Intelligence and purity are to mark all their works, all their business transactions. He is the light of the world. In His work there are to be no dark corners where dishonest deeds are done. Injustice in the highest degree is displeasing God.”³⁹

Trust. Business students must learn to focus business energies on God’s will and priorities for the business and their lives. They must offer useful service, doing the job well, maintaining business relationships and being responsible with the resources will lead to a positive business career.

Joshua, a successful leader of Israel, trusted God and gave an inspiring thought when he said, “Do not let this Book of the Law depart from your mouth; meditate on it day and night, so that you may be careful to do everything written in it. Then you will be prosperous and successful.”(Joshua 1:8) “By the true follower, every business transaction will be regarded as a part of his religion, just as prayer is a part of his religion.”⁴⁰

Respect. Every business student must understand that without customers there is no business! Customers’ rights and dignity must be

respected in every business transaction. They have the right for the products and services they are purchasing. They deserve the products and services equal to the value of what they are paying for. “Let nothing be done through strife or vainglory; but in lowliness of mind let each esteem other better than themselves. Look not every man on his own things, but every man also on the things of others.”(Phil. 2:1-5)

Stewardship. God, the Owner of the Universe, entrusted to men and women the vast riches of this world, but men and women are given liberty and responsibility to own the fruits of their labor yet they are accountable in acknowledging God of His portion. “Honor God with thy substance, and with the first fruits of all thine increase; so shall thy barns be filled with plenty, and thy vats shall overflow with new wine.”(Prov. 3:9-10)

Ellen White emphasized:

“That which lies at the foundation of business integrity and of true success is the recognition of God’s ownership...He is the original proprietor. We are His stewards. All we have is a trust from Him to be used according to His direction...This is an obligation that rests upon every sphere of human activity. Whether we recognize it or not, we are stewards, supplied from God with talents and placed in the work to do a work appointed by Him.”⁴¹

Social Responsibility. Every businessman has responsibility to his stockholders as well as to his stakeholders—customers, suppliers, his immediate community, church, and society as a whole. This means that he is to consider the welfare of others. This resulted from a “servant” mindset which is very much a Christian way of service and maintaining humility before God. “Whatsoever ye would that men do to you, do ye even so to them.”(Matt. 7:12)

Business people who were gifted to acquire wealth and endowed by God with so much blessings have the capability to share portion of these blessings to those who are less fortunate. “Withhold not good from them to whom it is due when it is in the power of thy hand to do it.”(Prov. 3:27)

Ellen White further stated that:

“The slightest departure from rectitude breaks down the barrier and prepares the heart to do greater injustice. Just to that extent that a man would gain advantage for himself at the disadvantage of another, will his soul become insensible to the influence of the Spirit of God. Gain obtain at such cost is a fearful loss.”⁴²

Ellen White said:

“The young man’s ability to acquire property was not against him, provided he love his neighbor as himself, and had not wronged another in acquiring riches.”⁴³

Ellen White reminded everyone that:

“The Lord would place a check upon the inordinate love of property and power. Great evils would result from the continued accumulation of wealth by one class, the poverty and degradation of another. Without some restraint, the power of monopoly, and the poor through in every respect fully as worthy in God’s sight, would be regarded and treated as inferior to their more prosperous brethren.”⁴⁴

Impact of Marketing Activities to Customers and Environment

Marketing activities have beneficial as well as negative effects to people and environment. Beneficial in the sense that products and services are marketed to benefit the customers. Products and services must be able to satisfy the needs of the customers and promote their well-being. It has harmful effects too to the people and the environment due to the damaging effects of flashfloods, pollution, and global warming caused by over-packaging, selfishness, and greed of gain.

God endowed human beings with knowledge to utilize nature. Humans learned to produce and market products to satisfy both the customers needs and the company’s profit objective.

Example of marketing activities with positive effects to customers and environment: Producing and marketing healthful food products will cater to the physiological needs of people. Health benefits start from the selection of raw materials for production to packaging and consumption, and waste disposal. Products must be free from health damaging ingredients. Packaging materials must not contain chemical harmful to health. Label must contain correct information as to health benefits, nutritional content and requirement level. Customer education must be a part of every label such as communicating hazards and proper garbage disposal.

Examples of marketing activities with negative effects to people and environment are over-packaging, oil and chemical spills by vehicles and manufacturing companies, unscrupulous cutting of trees and other illegal activities conducted for profit to the neglect of the welfare of the people and environment.

The recklessness of human activity threatens to alter the beneficial effects of nature. *Over-packaging* from various products causes too much garbage leaching into the water system emitting chemicals into the atmosphere. These gases float up to the top of the atmosphere and eat up the ozone layer little by little.

Research,⁴⁵ proved that man-made chemicals caused destruction to the protective layer that shields the earth against ultraviolet rays from the sun. The depletion is called “greenhouse effect” or global warming which increases the incidence of skin cancer, blindness, and vulnerability to diseases. Harmful chemicals released into the air make their way into the rain clouds and get mixed with rain which is called acid rain falls back to earth is harmful to the fresh water and river creatures and also reduces or stop plant growth. Rivers in urban areas are biologically dead due to domestic sewage and garbage and oil spill and water pollutants.

Like the trees, which were cut off and turned to many forms and marketed, supply human needs of shelter, foods, and movement; but unscrupulous cutting of trees creates harmful effects. This may cause flashfloods, pollution, and global warming. People who were affected by calamities like the flashfloods may not be the direct culprit of the activity of cutting trees by businessmen but what people did to the environment get back to the people.

Role of Teachers in the Integration of Faith and Learning

Definition

“**Integration of faith and learning** is a deliberate and systematic process of approaching the entire educational enterprise—both curricular and co-curricular –from a Christian perspective.”⁴⁶

“Integration should be seen not as an achievement or a position but as an intellectual activity that goes on as long as we keep learning anything at all. Not only as an intellectual activity, however, for integrated learning will contribute to the integration of faith into every dimensions of a person’s life and character.”⁴⁷

Faith. “A confidence of heart and mind in God and His ways that lead one to act in accordance with His sovereign will; that which is believed, the system of Christian doctrines.”⁴⁸

Role of Teachers

A large body of research underscores the importance of teacher in helping students learn. Good and Brophy said that “the teacher is the most important educational factor affecting students learning and development.”⁴⁹ Korniejczuk stated that “a university professor’s work has four overlapping functions which are “scholarships of discovery, integration, application, and teaching.”⁵⁰ Rasi pointed out that “committed faculty helps young adult students to develop a biblical-Christian worldview to anchor values and choices .”⁵¹

Ellen White pointed out that:

“The true teacher is not satisfied with second-rate work. He is not satisfied with directing his students to a standard lower than the highest which it is possible for them to attain. He cannot be content with imparting to them only technical knowledge, with making them merely clever accountants, skillful artisan, successful tradesmen. It is his ambition to inspire them with principles of truth, obedience, honor, integrity, and purity—principles that will make them a positive force for the stability and uplifting of society. He desires them, above all else, to learn life’s greatest lesson of unselfish service.”⁵²

Teaching/Learning Strategies

Teaching strategy varies according to different learning situations and needs of learners. Teachers should look into students’ needs and choose the methodology that best fit the learners’ interest and learning situation. The Bible tells us “Study to show thyself approved unto God...”(2 Tim. 2:15)

Based on the cognitive learning model, the following teaching strategies can be applied:

Direct-instruction Model. A teaching model that uses teacher explanation and modeling combined with student practice and feedback to teaching concepts and procedural skills. An example of this model is lecture, discussion, and skill demonstration.

Concrete and Real-World Tasks. Learners benefits from experience. Learners require practice. Example of this are giving research assignments and cases that provide practice for students to put the concepts in the context of concrete real-world events and on-the-job training.

Lecture Discussion Cycle. A recurrent sequence of presenting information, monitoring comprehension, and integration in lecture-discussion lessons. One example of this is role playing.

Discussion. A teaching model designed to promote critical thinking and develop social skills through the process of group interaction to help students analyze and integrate ideas through interaction with peers.⁵³ Examples of this are case analysis and group dynamics.

“Classroom discussions are critical for the integration of faith and learning. Through discussion, educators can teach their students how to think, they can encouraged them to see the validity of viewpoints other than their own, at the same time illustrating that the viewpoint is not sound and that all viewpoints should be evaluated using the eternal principles of right and wrong found in the scriptures.⁵⁴

Modeling. This technique can be used in virtually all content area to teach mental skills and broadens students horizons as well as to teach new ways of thinking. Because behavior and attitudes can be taught, this technique is perhaps the most important one available to denominational teachers as they seek to model Christ-like behavior.⁵⁵

A very significant example of values wherein a business teacher can be a role model in many ways to his/her students are values of honesty and time. These can be manifested through everyday association with students and people whom a teacher may come in contact with.

Schools sell their products—“future” through education employing teachers to market ideas. Students are paying for the products and services the schools offer. Teacher who come to class late and mismanage time are committing dishonesty and cheating students of the value of money they are paying for the right quality of education they wanted to acquire. Utilizing class time properly such as coming to class regularly and on time is very important indication of Christian values.

Example of Application of Values in Classroom Situation

Devotional. (Teacher sets an example (modeling) leading in the devotional during the first two meetings. Each student is assigned to lead in the succeeding class meetings. A student is given the chance to choose a topic from the course outline as guide for the devotional theme.)

Objective: Set the mood for the class and prepare the minds for the class discussion.

Topics: 1. Strategic 3Cs of Marketing
2. Standards of Judging Marketing Effectiveness
3. Marketing as Management Function

Value Aim: Excellence

Text: “Be ye therefore perfect even as thy father in heaven is perfect.” (Matt. 5:48)

Illustration/Short Story: “An architect appointed by a rich man to build a house.”

Prayer: Teacher or student assigned for the day.

Discussion: (Review of previous lessons before discussion. Tackle assignments of students, sharing, and discussion.)

Objectives:

1. Know and understand the 3Cs of marketing, standards of judging marketing effectiveness, and marketing functions;
2. Identify the 3Cs of marketing, its objectives, and key results;
3. Judge marketing effectiveness;
4. Distinguish marketing from other management functions;
5. Relate with actual marketing situations
6. Integrate Christian faith and values

Topics: 1. Strategic 3Cs of Marketing
2. Standards of Judging Marketing Effectiveness
3. Marketing as Management Function

<u>3Cs</u>	<u>Objectives</u>	<u>Key Result</u>
Customers	Satisfy the needs, wants and expectations of the target market	Sales

Competition	Outperform competition	Market shares
Company	Ensure corporate health and profit	Profit

(Questions for discussion and interaction from the topic presented)

Values Integration

As we sell the products and services, our first objective is to satisfy customers needs, wants, and expectations. Offering the best products according to customers' quality product specifications will mean customer satisfaction. The company's ability to satisfy the customers means "sales."

Outperforming the competition does not mean discrediting them, it means producing and offering the best quality products and services better than the competitors. This will result into attracting more customers and creating a "bigger market share."

The end result of satisfying customers better than competitors will mean gaining customer loyalty, increasing market share, and the end result is earning bigger profits. However, profits must not be the focus of marketing activities but satisfying customers needs and wants.

How to achieve the objectives?

The keyword is "excellence." God wants us to be perfect. However, no one is perfect in this world nor can attain God's perfection. God knows our limitations and He wants us to do our best in serving others--in satisfying our customers. For Him our best is perfect. He wants us "to do and offer nothing but the best."

Role Playing:

(Activities may vary according to the subject matter such as role playing, group/individual report, group discussion, case presentation, product presentation, sales presentation, promotions and advertising activities and other activities specified in the course plan.)

Objective: Portray the role of the company in satisfying customers' needs and wants and expectations and different customers' reactions. (Choose a particular product or service)

Assignment: (Students research on a given topic stating the title, source, summary, personal reaction)

Objective: Enhance learning and understanding of the subject matter.

Topic: (Refer to the course plan and/or current related issues)

Reaction: Student's personal reaction on the research materials Gathered should be backed up by Biblical text and/or E. G. White's principles.

Synthesis/Reflection: Summarizing the discussion emphasizing the significant points with emphasis on values.

VI. Conclusion

Today's generation, where money and material possessions are often considered as yardstick of one's success, many times integrity is sacrificed in quest of fame and status in society. Many young people, and even those who are engaged in business are trapped in the crossroads of heaven and earthly ambitions.

It is wise to note that "even in this age of passion for money getting, when competition is so sharp and methods are so unscrupulous, it is still widely acknowledge that, for a young man starting in life, integrity, diligence, temperance, purity, and thrift constitute a better capital than any amount of mere money."⁵⁶

Marketing people must also take the role of advocate in protecting and preserving the environment to keep it pollution-free, a healthy place for human beings to live in.

This is an opportunity and a real challenge for every teacher in business to mold learners into God's design of rectitude in all aspects of business transaction. Biblical teachings, Christian values, and ethical and moral commitment must be embraced in every classroom discussion and in daily practice.

As teachers mingle and interact with students inside and outside the classroom, their faith is reflected in their words, attitudes, and behavior. Teachers touch the lives of the students and leave lifelong influence that will be carried on in the workplace and in their conduct of business. Therefore, a teacher's life must be a life of Christian dignity "a living testimony to God"⁵⁷

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