

Teaching Marketing with Faith: a view into tying together marketing and a higher calling

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When working for a university that is faith-based, many of the instructors are required to incorporate elements of the Christian faith into their teachings. However, marketing has the honor of being seen as the most immoral discipline in the business sector. This, it is the authors belief, is because of the high visibility that marketing has in the business world, and not because of it having the potential of being less moral or more moral than any other discipline in business. How do marketing educators in these institutions overcome a perception that was ingrained in some of our students, and some of our coworkers, from a young age? This position paper is going to explore some of those issues, common misconceptions, as well as giving tools that have shown to be successful in the faith-based classroom.