

From Nature to Nurture: Christian Values in Marketing Education

Maria Lai-ling Lam*

Abstract

The ultimate goals of marketing education in a Christian college is to facilitate the development of students as moral marketing managers and the development of students to be faithful to God's Word as revealed in the Bible. Having taught marketing subjects in secular universities for more than ten years and at a Christian college for two years, I find that merely preaching the Bible to students and conducting moral case studies cannot achieve the ultimate goals. Using a Natural Law approach (i.e., to be aware of the laws written on our hearts by God cannot be denied and to know our self-destructive behavior when we suppress our conscience) and the Ethics of Virtue approach (i.e., to develop habits to achieve the fundamental goods that natural laws require a person to pursue) are more effective means achieving the ultimate goals.

Seven pedagogical strategies are intentionally adopted to help undergraduate and graduate students to know the laws written on their hearts and to inspire them to seek the ideals. The key strategy is students' reflection of their moral development in various activities grounded on the principles of collaborative learning, service learning, and mentor relationships. Other strategies are critical research, life stories' sharing, and discovery of the connections between natural laws and revealed laws in the Bible.

* Maria Lai-Ling Lam is an assistant professor of Business Administration, Malone College, Canton, Oh 44709; email: mlam@malone.edu. The author thanks Georgia Eshelman, Jay Budziszewski, and participants of Calvin College Natural Law Seminar for their helpful comments and support.

From Nature to Nurture: Christian Values in Marketing Education

By Maria Lam

Outline

Ultimate Goals of Marketing Education in a Christian College:

- To help students be faithful to God's Word as revealed in the Bible.
- To facilitate the development of students as moral marketing managers.

Key Approaches:

- Natural Law--laws written on our hearts by God cannot be denied.
- Ethics of Virtue --- virtues as habits required to pursue the basic goods of human nature.

Six Advantages of Using Natural Law Approach and the Ethics of Virtue in

Marketing Education:

1. Natural Law is simpler, and more robust basis than other approaches such as value clarification for business professionals to exercise their moral reasoning. Not all values are virtues.
2. Natural Law is a precondition for Scriptures (Christianity).
3. The focus in the ethics of virtue is on the person and his/her character traits, not an particular decision or principle.
4. The ethics of virtue posits a set of ideals to which individuals aspire.
5. The ethics of virtue inspires a person to seek the ideals.
6. Teachers and students practicing the ethics of virtue pay more attention to role models and self-transcendence.

Seven Pedagogical Strategies:

How can business educators help students to know the laws written on their heart and inspire them to cultivate the ethics of virtue?

1. **Self Reflection:**
2. **Collaborative Learning:**
3. **Service Learning:**
4. **Mentor Relationships:**
5. **Critical Research:**
6. **Life stories' sharing**
7. **Discovery the connections between natural laws and revealed laws in the Bible:**