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Oct 25th, 4:00 PM - 5:00 PM

A Reconciliatory Approach to Marketing: A Case of The Marginalized

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Recommended Citation

Bowen, Mauvalyn, "A Reconciliatory Approach to Marketing: A Case of The Marginalized" (2023). *Day of Scholarship*. 51.

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A Reconciliatory Approach to Marketing: A Case of the Marginalized



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Abstract

This paper integrates the use of the Biblical principles in the discussion about marketing practices and shares a vision for ways that marketing can be reconciliatory and God-honoring. It further detailed some perspectives of how marketing may be considered in the context of the kingdom of God. An example of a case of “the marginalized” was presented to demonstrate the redemptive nature of marketing. The paper then concludes with a call for Christian educators to do some heavy lifting in presenting the discipline of marketing to students to empower them to be cupbearers and future shapers.

Purpose

The purpose of this research is to cast a fresh vision for ways that marketing can be reconciliatory instead of adversarial, and God-honoring instead of self-glorifying.

A reconciliatory approach

- Should restore a business process that reflects God’s design of transparent and fair exchange
- Should identify the value of exchange and strive to determine the fair value of items being exchanged beyond the price affixed to a product
- Should empower Christians to evaluate their value proposition and brand promises-thru customer relationships

A Case of the Marginalized: Hispanic Pastors/Leaders Seminar



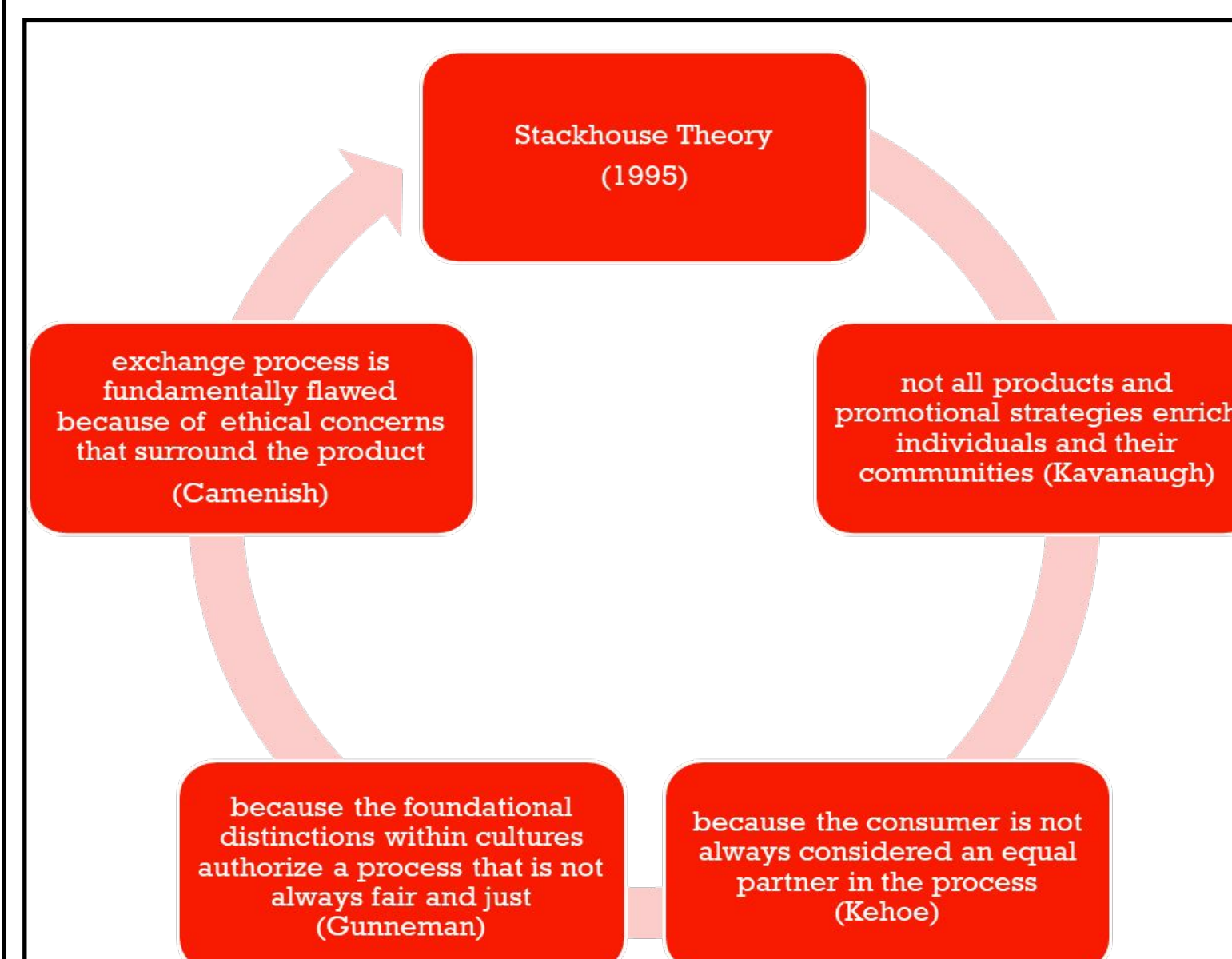
Recommendations & Conclusions

- Marketing educators should integrate Biblical principles into discussions about marketing
- Marketers should structure their marketing activities intentionally so they avoid “built-in disadvantages to any individual or group of people”
- Justice should be modelled for students as they strive to meet the needs of those who can and can’t afford to buy their products/services
- Be reminded of God’s requirements to connect faith with actions and care for those in need with their walk with God (Micah 6:8)
- The result of providing for the needs of marginalized markets can be reconciliation and shalom

Literature Review

- Some Christians, scholars and business students believe the discipline of marketing has a set of practices that are unethical and ungodly. (Austin & Smith, 2005)
- This is because:
 - it promotes a cycle of unhealthy and dangerous consumerism
 - enhanced by self-interested actions of some companies
 - trust between parties to the exchange process are eroded
 - the reputation of marketing and marketers is tarnished (Busutil, 2017)

The Exchange Process



Acknowledgments

- Busutil, L. R. (2017). Toward a practical theology of marketing: A five Ps approach to the business of persuasion. *Journal of Biblical Integration in Business*, 20(2), 30-41.
- Wong, K. L. & Rae, S. B. (2011). *Business for the common good: A Christian vision for the marketplace*. Intervarsity Press, Downers Grove IL..