Integration of Faith and Learning 1

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The character can be taken as actions in a situation of no clear picks. People and organizations with “character” can perform better in society. The guidance about the merits of character and their effectiveness can be found in the Holy Bible. It is one of the essential characteristics of the Christian faith. Both old and new testaments guide Christians about the practices that assist them in developing the character. Marketing managers can also take this guidance as they have to work in an extremely competitive environment. To sustain in the business they can take many wrong decisions, in the absence of any rules or guidance. But Bible assists them in doing the right things and make them resilient to stand in difficult circumstances. This paper will discuss Scripture verses from the New Testament within the context of marketing management and their impact on marketing management decisions of Starbucks.

1 Corinthian 13 have verses that are related to a character that Christians are required to have with their fellows. The verses state “If I speak in the tongues of men or of angels, but do not have love, I am only a resounding gong or a clanging cymbal.  If I have the gift of prophecy and can fathom all mysteries and all knowledge, and if I have a faith that can move mountains, but does not have love, I am nothing” (1Co 13:1-2; NIV). If a person has all spiritual gifts but he does not love other persons, he is nothing according to the Bible. Love is essential as it is the source of other virtues in people. These verses can be applied within the context of marketing management. People should always love their fellow beings and do not harm them with their business practices. Thus, the most important requirement is to love others. This is the same faith that was also stressed in 1 John. In its fourth chapter, there is great stress over the need of love. God is also used here as a supreme reference that shoe love to humanity. Therefore, Scripture verses are not only defining love but guiding about the way of applying love in life. Marketing managers can take advantage of this teaching in developing their character and the character of their organizations.

Starbucks is an organization whose practices show this faith in its marketing manager s characters. They have designed their marketing mix in such a way that reflects their love for their consumers as well as for their employees. For example, when there comes the question of product or service, the organization has always shown a concern for its customers. They give the quality product that can serve customer’s needs. The products with their features also become the characteristic of the organization. They also charge equitable prices from the customers. In this way, their decisions show their concerns and love for humanity (Melé & Schlag, 2015). The organization has a purpose to serve humanity.

Conversely, marketing managers can use the teachings of the Bible for guiding their behavior. 1 Corinthian stress over the marketing managers to serve their customers with loyalty, tell them complete truth at all steps of marketing and care for them by giving them quality products that best serve their need (Zondervan Publishing House (Grand Rapids, 2011). These scripture verses can be used as a criterion to go with different attitudes and behaviors as well as refrain from such attitudes and behaviors that are unacceptable (Melé & Fontrodona, 2017). By adhering to this criterion, marketing managers can not only develop and guide their character but can also make their customers loyal. Therefore, they can take the benefit of this and make their organizations progress even in difficult situations.

References

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