

Hello everyone, and welcome to BUS430 — Online Enterprise Marketing. My name is Dr. Charles Streeter, and I am honored to walk with you through this journey of learning, growth, and faith. Whether this is your first business course or one of many, I want you to know that you are here with purpose—and I'm grateful to be part of your academic story.

Before we begin, let's take a moment to invite God's presence as we start this course together.

Opening Prayer:

"Heavenly Father, we thank You for every student enrolling in this journey of discovery. We ask for Your wisdom, guidance, and clarity as we study, create, and reflect. May our work in this course bring honor to You. Help us learn not only the tools of marketing but also how to use them to serve others with truth, integrity, and compassion. In Jesus' name, Amen."

BUS430 is designed to help you understand how businesses create and deliver value through digital channels in a world that's constantly evolving. We'll explore how organizations build online presence, shape customer experiences, and compete globally.

Throughout our journey, we'll discuss tools like social media, analytics, SEO, AI, and digital customer strategies. We'll also explore the core strategies that define success in digital marketing—everything from building a clear message and engaging online audiences to using data, social platforms, and technology responsibly. But more importantly, we will focus on doing business in a way that reflects Christian integrity, stewardship, and service, you'll begin to see that marketing is not just a professional practice—it's an act of stewardship. Each topic is rooted in the idea that marketing, when done the right way, can serve as a ministry—it can reflect Christ through excellence, truth, and connection.

Scripture reminds us in *Colossians 3:23*, "Whatever you do, work at it with all your heart, as working for the Lord, not for men." That scripture captures the heart of this course. Whether you're building a campaign, analyzing data, or refining a strategy, your work is an act of stewardship and service.

Online Enterprise Marketing is more than learning how to promote products or services—it's about understanding how people connect, how organizations create value, and how technology can be used to serve real human needs. The digital world moves fast, and in this environment, you will be challenged to think creatively, lead with integrity, and reflect Christ in all that you do.

Scripture says in *Matthew 5:16*, "Let your light shine before others, that they may see your good deeds and glorify your Father in heaven." That's what ethical, faith-driven marketing is all about—using our influence, creativity, and communication to shine light in our industries and within the world.

Now, I want to share a few important details about how this course will run so that you can start strong.

There will be quizzes throughout the course to help you engage with the material and reflect on key concepts. These will not only test your understanding but also encourage you to think critically about how what you're learning applies to real-world, faith-based business decisions. In Unit 6 and Unit 12, you'll have papers due, giving you the opportunity to synthesize your learning and demonstrate your understanding of marketing strategies shaped by a Christian worldview.

Please read each assignment and instruction carefully. Taking the time to understand the expectations will make this experience much smoother and more rewarding.

Also, I ask you to review the two important academic policies—cheating and plagiarism. These are essential reminders that integrity is not only required academically but spiritually. Honesty

reflects who we are in Christ. In a world that sometimes values shortcuts over substance, your integrity will set you apart.

As your instructor, I am fully committed to helping you succeed. If you have questions, or if you ever experience something in the course that's not working properly, please reach out to me via email. I am here for you—not just as your professor, but as a mentor who wants to see you grow in confidence and purpose.

Online learning can sometimes feel isolating, but I want you to remember: you are not alone. You are part of a community of learners walking the same path. The discussion board is there for you to post questions or engage with others taking the course. Your perspective matters, and your experiences can inspire others.

As you progress, I encourage you to see marketing not merely as a set of techniques, but as a calling—a way to bring truth and value into a noisy, competitive digital world. There will be times when you feel stretched or uncertain, and that's okay. Growth happens in those moments. Trust the process, lean into the materials, and let God speak to you through the lessons.

Proverbs 16:3 reminds us, “Commit to the Lord whatever you do, and He will establish your plans.” My prayer is that as you work through BUS430, you will commit every idea, strategy, and project to the Lord, allowing Him to guide your thinking and direct your creativity.

You have everything you need to succeed. Stay organized, manage your time wisely, and above all, keep your heart open to learning—not just about marketing, but about how God can use your knowledge to influence others for good.

I'm excited to see how each of you will grow through this course and how your understanding of marketing will expand beyond strategy into ministry—because what you create can impact lives when it's aligned with God's truth.

Let's close in prayer.

Closing Prayer:

“Lord, thank You for every student taking this course. Bless their minds with clarity, their hearts with courage, and their hands with diligence. May this season of learning draw them closer to You. Let the lessons we study remind us that everything we build—in business and in life—should glorify You. We commit this course, our efforts, and our growth into Your hands. In Jesus' name, Amen.”

Welcome once again to BUS430: Online Enterprise Marketing. I'm thrilled to share this journey with you. Let's learn, explore, and grow together in both knowledge and faith. May the Lord bless you and keep you, may his light shine upon you. Have a great day!