

Hello everyone, and welcome to Unit 6 of BUS430: Online Enterprise Marketing. I'm Dr. Charles Streeter, and it truly brings me joy to see how far you've come in this course. You've already built a strong foundation in digital strategy, explored branding and social engagement from a Christian worldview, and shown genuine thoughtfulness in how you approach marketing with integrity.

Before we begin today's message, let's open in prayer.

"Heavenly Father, we come before You thankful for the progress we have made so far. Thank You for every student who has been diligent, patient, and faithful through these lessons. As we continue forward, give us renewed focus and joy in our learning. Remind us that all knowledge comes from You, and may everything we do be rooted in purpose and grace. In Jesus' name, Amen."

You've made it to the midpoint of the course, and that is no small accomplishment. Many of you began this journey eager but uncertain about what lies ahead in the world of online marketing. Now, you've explored how to build meaningful strategies, connect with audiences, and think ethically about how messages influence lives.

You've also started to see that marketing, when done in alignment with biblical principles, becomes more than business—it becomes ministry. Every click, every campaign, every message can carry truth, compassion, and godly purpose.

*Galatians 6:9* reminds us, "Let us not grow weary in doing good, for in due season we will reap if we do not give up". You've persevered with dedication and heart, and I want you to know that your commitment honors God.

As we begin Unit 6, we shift our focus toward reflection—taking a moment to look back at how digital marketing has changed over time and what that means for the future. This is the essence of your Unit 6 paper assignment.

For this module, you'll be writing a 1,000-word essay on how online marketing has changed over the last 10 years. I encourage you to think deeply about the transformations you've studied so far—how technology, artificial intelligence, and social media have reshaped communication and connection.

But also consider this: how can Christian principles help keep marketing grounded in truth amidst all that change? How do integrity, authenticity, and service rise above the trends? These are questions that define truly faith-centered enterprise leadership.

When writing your paper, please make sure to review all instructions carefully. The guidelines are detailed to help you include both research-based analysis and biblical reflection. This assignment is your opportunity to connect the academic with the spiritual—to show both your knowledge and your discernment.

Also, take a moment to review the academic policies on cheating and plagiarism. Those principles reflect the very essence of biblical integrity. As *Proverbs 16:3* says, "Commit your work to the Lord, and your plans will be established". Submitting your work honestly ensures that every word you write is a true reflection of your growth and character.

When writing, don't just focus on tools or trends. Think about *why* these changes matter and *how* marketing can still be a tool for stewardship. The most powerful marketers are those who tell stories that uplift, serve, and connect people to values that endure.

Reaching this point in the course means you've demonstrated perseverance, balance, and integrity. Give yourself credit for that. Learning online requires discipline and faith—you've shown both.

Moving into the second half of the course, remember that your growth is both academic and spiritual. What you're learning here can prepare you not only for a career but for leadership that transforms lives through ethical influence.

If at any point you need help or clarification on your assignments or if something in the course isn't working properly, don't hesitate to reach out via email. I'm here to guide and support you. You are not alone on this journey.

The next few weeks will build on your understanding of analytics, ethics, and strategy. As you prepare for that growth, remember *Isaiah 40:31*: "But they who wait for the Lord shall renew their strength; they shall mount up with wings like eagles; they shall run and not be weary; they shall walk and not faint".

That verse is a promise: your persistence and your faith are not in vain. When you dedicate your learning and work to God, He replenishes your strength. Every effort, every assignment, every discussion post is shaping your professional and spiritual identity.

Keep pressing forward with excellence. The world needs voices like yours—leaders who understand both digital innovation and divine purpose. You are building more than marketing skills; you're shaping principles that can bring light into the marketplace.

As you begin your Unit 6 paper, write with courage, faith, and reflection. You're not just writing an essay—you're capturing a story about change, purpose, and God's hand in shaping how we communicate in this digital age.

Let's close with prayer.

"Father God, we thank You for the progress each student has made thus far. You have blessed their efforts and sustained their strength. As they begin their papers and move into the next stage of learning, fill them with creativity, insight, and perseverance. Help them see their studies as acts of worship and their work as service to You. May this coming week be productive, fulfilling, and filled with peace. In Jesus' name, Amen."

You're doing wonderful work, and I'm proud of each of you. Continue to stay strong, stay faithful, and stay curious. I can't wait to see how your essays reflect both your learning and your faith. May the Lord bless you and keep you, may his light shine upon you. Have a great day!