

Hello everyone, and welcome to Unit 12—the final week of BUS430: Online Enterprise Marketing. I'm Dr. Charles Streeter, and I just want to begin by saying, congratulations. You did it.

You've devoted weeks of focus, thought, and faith to this journey, and now you're standing at the finish line. Before we reflect together on what you've accomplished and what lies ahead, let's open this session with a word of prayer.

"Heavenly Father, thank You for bringing each student to this point in the journey. Thank You for sustaining their effort, sharpening their minds, and deepening their wisdom throughout this course. As we close out this learning experience, help us to see how these lessons can be used for Your glory. May our hands create, our hearts serve, and our words reflect truth and excellence in all that we do. In Jesus' name, Amen."

As we look back over these past weeks, think about where you started and how far you've come. You began exploring the foundations of online enterprise marketing—learning about digital strategy, branding, customer relationships, and the power of analytics in modern business.

Along the way, you examined how faith shapes our work: that success without integrity is empty, and that marketing grounded in biblical truth—honesty, stewardship, and service—can change the way businesses connect with people.

This course has not only built your understanding of the digital marketplace but also asked you to think deeply about your calling. You've been challenged to create, to lead, and to align every idea with your faith in God's purpose.

Your last major assignment is a 1,500-word paper where you will create a comprehensive marketing strategy. This is your opportunity to bring everything you've learned together into one coherent plan—just as a leader, consultant, or strategist would in a real-world scenario.

This assignment is meant to showcase your mastery of both the technical and spiritual sides of enterprise marketing. It's an exciting way to demonstrate not only what you know but who you are becoming as a faith-driven marketer.

Take time to carefully review the assignment instructions and rubric and—once more—please revisit the academic policies on cheating and plagiarism. Your integrity matters deeply, and this final project is a statement of your professionalism and character.

Remember the words from *Colossians 3:17*: "Whatever you do, whether in word or deed, do it all in the name of the Lord Jesus, giving thanks to God the Father through Him." Let this be your guiding verse as you write and present your final strategy.

Now that you've reached this stage, I want to pause and celebrate what you've accomplished. You have persevered through reading, research, quizzes, discussions, and reflection. More than that, you've grown in wisdom and faith.

You've learned to evaluate trends critically, to think like strategists, and to act as ethical marketers in a world that often values image over integrity. You've learned that success isn't only measured by profit or clicks—but by impact, purpose, and service.

As you prepare to submit your final work, remember that learning doesn't end here. God calls each of us to be lifelong learners, using every lesson as preparation for greater purpose and leadership.

Stay motivated, stay faithful, and finish strong. Often, it's in these final moments of effort—when you're reviewing notes, refining your strategy, or revising your paper—that your best insights emerge. Trust that God will meet you there, guiding your thoughts and multiplying your efforts.

If you need help, clarity, or motivation, remember: you're not alone. Reach out via email—I'm here to help you finish well. You've come this far, and I believe you will finish with excellence. As you complete this final paper, think about how you can apply what you've learned beyond the virtual classroom. The digital marketing world is constantly changing, but character and truth will always be timeless. Whether you work in business, ministry, or your own enterprise, carry these values with you.

Marketing is more than visibility—it's responsibility. You now know how to reach others effectively while reflecting purposefully the heart of Christ in your work.

May you enter the next season of your life and career with the same confidence, diligence, and faith that have carried you through this course.

"Father, we thank You for every student who has completed this journey. We praise You for their growth, discipline, and commitment. As they write their final papers and step into new opportunities, fill them with inspiration and endurance. Let their creativity glorify You and their strategies serve others with honesty and excellence. Bless the work of their hands and guide their every decision. In Jesus' name, Amen."

Congratulations once again. You've finished BUS430: Online Enterprise Marketing, and you've done it with faith, persistence, and purpose. I am proud of you all.

Go forward with courage, stay grounded in Christ, and let your work continue to shine as a reflection of His calling in your life.

Well done—and may God bless you and keep you, May his light shine upon you! Have a great day!