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The Marketing of Sacrifice

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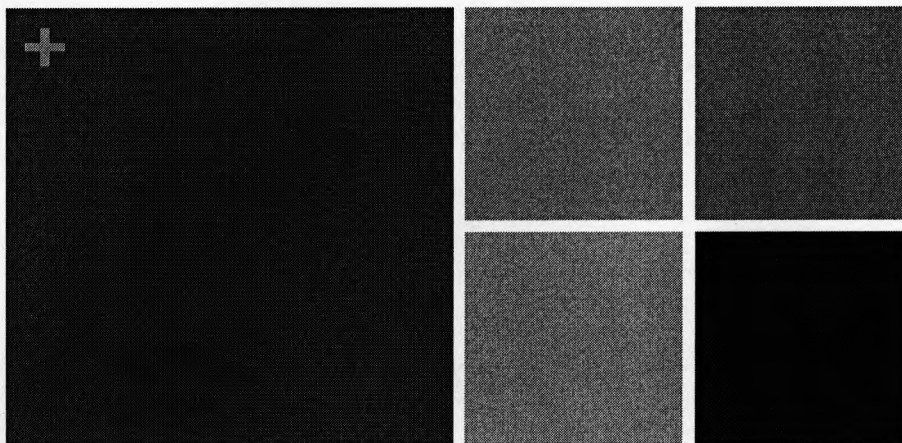


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The Marketing of Sacrifice

Enda McGovern
Dept. of Marketing



Class title ***'The Marketing of Sacrifice'***



- Struggled with the consumer society and the materialism it generates.
- As an engineer, I have seen climate change as a significant threat to humanity, specifically for generations to come.
- My PhD title in 1996 was: 'The role and Influence of Social Marketing in the Evolution of the Environmental Citizen'.
- And yet everyday I teach marketing to students, I feel somewhat like a hypocrite!! I indulge the upcoming generations with a sense of happiness by engaging materialism as a determinant of 'success'.
- I do adapt my classes with words of wisdom but doubt they are heard unless they have something to do with their grade!



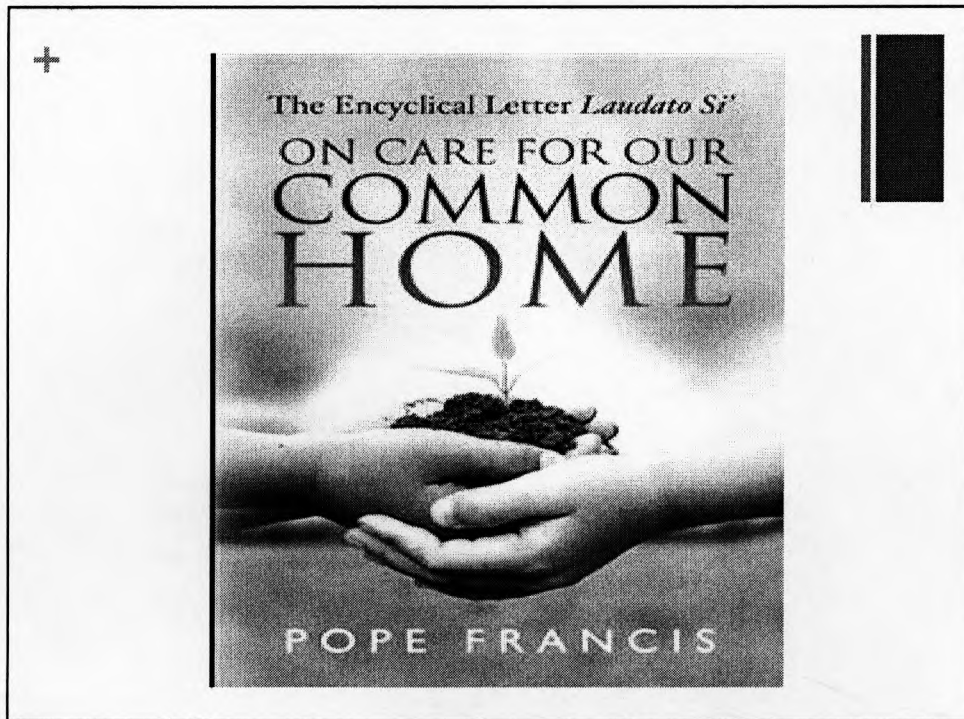
'The Marketing of Sacrifice'

- As part of the Presidential seminar, I accepted an invitation by James Wetzel, Chair of Augustine Center, to visit Villanova, on 16th April 2015.
- I spent time with Jim and Ronald Hill (Marketing Professor) discussing the class they teach jointly, called 'Philosophy of the Social Venture'
- They teach this to an undergraduate class (6 students) and to a class (20 students) in a local prison. I got the opportunity to audit the campus class.
- Observing this class provided me with the determination to move forward. And so, I decided that offering this class in SHU would be a direct output of participating in the Presidential Seminar.



'The Marketing of Sacrifice'

- And all of a sudden the parts began to fall into place as Pope Francis published his encyclical on June 18th 2015.
- Pope Francis lays out the argument for a new partnership between science and religion to combat human-driven climate change — a position bringing him immediately into conflict with skeptics, whom he chides for their "denial."
- *"It must be said that some committed and prayerful Christians, with the excuse of realism and pragmatism, tend to ridicule expressions of concern for the environment,"* he writes.
- The encyclical will be the core text of this class. And will seek to engage students in understanding the world is changing and behavioral remedies need to be engaged.



**"It is our profound conviction
that the future of the human
family depends also on how
we safeguard the gift of
creation that our Creator
has entrusted to us."**

- Pope Francis





ULTIMATE GOAL



- Of course, to lead an engaging student body in a better understanding of the positive role 'sacrifice' can play in their lives
- But more importantly that the University would take a universal position on this encyclical. And apply this position across all Colleges and Departments.
- If SHU cannot bring forward or engage such an important statement from the Pope on Church teachings, then we surely will all walk over the cliff together!!

Thank you