The Marketing of Sacrifice

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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!
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.

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