



BALANCING **FAITH & WORK** PROGRAM
RENEW INTERNATIONAL



IBO IGNATIAN
BUSINESS CHAPTERS

SETON HALL UNIVERSITY™

1 8 5 6

CENTER FOR CATHOLIC STUDIES

TO: IBC AND MICAH PARTICIPANTS

SUBJECT: MARKETING AND SUSTAINABILITY

DATE: OCTOBER 2021

October 2021 Meeting

- **Welcome and Self-Introductions**
- **Ignatian Business Chapters Mission Statement**
 - The mission of the Ignatian Business Chapters is to establish and lead a national and international network of business executives to explore their respective religious traditions in order to help the individual executives:
 - integrate faith, family, and professional life
 - develop a corporate culture that is reflective of their religious faith and values
 - exercise a beneficial influence upon society at large
 - The chapters, grounded in the Roman Catholic tradition, welcome believers who are open to and respectful of one another's religious tradition. They are committed to the conviction that ethics and values grow out of one's religious heritage.

Scripture Reading: Psalm 23: *The Lord, Shepherd, and Host*

The Lord is my shepherd, I shall not want.

He makes me lie down in green pastures;
he leads me beside still waters;
he restores my soul.

He leads me in right paths
for his name's sake.

Even though I walk through the darkest valley,
I fear no evil;
for you are with me;
your rod and your staff—
they comfort me.

You prepare a table before me
in the presence of my enemies;
you anoint my head with oil;
my cup overflows.
Surely goodness and mercy shall follow me
all the days of my life,
and I shall dwell in the house of the Lord
my whole life long.

Quiet Reflection: Five minutes followed by sharing insights

Articles: [“Does Marketing Need Curtailment for the Sake of Sustainability?”](#)

Be Attentive: Interesting that the “Father of Marketing” should make such a strong statement. What was your first reaction?

Be Intelligent: How does Kotler’s call line up with the new universal apostolic priorities of the Jesuits, specifically “to collaborate in the care of our common home”?

Be Reasonable: What impact will this article and its implications have on your business, our personal, family, and community life?

Be Responsible: What were key insights that surfaced in today’s discussion? Any food for further contemplation? Any action steps? What are the implications for you at work, in your community, and at home? Leverage the conversation for good!

Closing Prayer: Jesuit Inspired

Nothing is more practical than finding God,
than falling in love in a quite absolute way.
What you are in love with, what seizes your imagination,
will affect everything.
It will decide what will get you out of bed in the morning,
what you do with your evenings, how you spend your weekends,
what you read, whom you know, what breaks your heart,
and what amazes you with joy and gratitude.
Fall in love, stay in love, and it will decide everything.
Amen.

~ Pedro Arrupe, S.J.

Glory be to the Father and to the Son and to the Holy Spirit
as it was in the beginning, is now, and ever shall be,
world without end. Amen.

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