Character has been defined as the complex of mental and ethical traits marking and often individualizing a person, group, or nation the mental and moral qualities distinctive to an individual (Merriam-Webster, 2021). The study of what character is and how it is formed or developed has been studied continuously over the course of world history. Aristotle defined character as the decisions a person makes when the choice is not obvious, or how an individual acts when no one else is present. Research has shown that when businesses commit to having good character they typically perform better within the marketplace. As followers of Christ, it is important to not only practice good moral character in our personal lives according to scripture but also apply our character to our place of work, even within the marketing industry.

One practice that I like to do once every year is to read through the book of Proverbs. Proverbs provides practical life standards to help us live our lives as Christ instructed us to. One verse that applies to the topic of character, that also can be applied to marketing, is that of Proverbs 10:9. It states “ Whoever walks in integrity walks securely, but he who makes his ways crooked will be found out” (English Standard Version Bible, 2001). This verse is a reminder to me that being dishonest or sly will ultimately lead to my downfall. My choices will come to light and when they do I do not want to be exposed as a liar. It is hard to regain and rebuild trust and support when your character is exposed as being dishonest. This I know can be applied to any marketing situation in my future because I know that there will be pressure to increase sales or interest in just about anything. The bottom line is important but it is not so great that I should discount character and rely on lies to create revenue or interest. I desire to be honest in order to be a help to my employer.

Another concept that I think is important to express when talking about character and marketing is that of our thoughts and how we are to protect our minds. Romans 12:2 states, “ Do not be conformed to this world, but be transformed by the renewal of your mind, that by testing you may discern what is the will of God, what is good and acceptable and perfect” (English Standard Version Bible, 2001). Philippians 4:8 says “ Finally, brothers, whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is lovely, whatever is commendable, if there is any excellence, if there is anything worthy of praise, think about these things” (English Standard Version Bible, 2001). These two verses state what and how we should be in control of our thought lives which directly leads to our actions. I do not want to put myself in a situation where my poor thought life has lead to poor actions of moral character. This could apply to a marketing job in the future. I should not desire to work for a business or company that pulls my thought life away from what scripture says.

Holding to the standards that scripture sets forth for our lives and jobs can be a challenge especially in regards to character. There are many temptations that can present themselves that would make defending our moral character difficult. Marketing could be one such job that could be difficult to defend character. With the constant pressures to generate revenue and interest, our morals can be challenged. The temptation to lie or manipulate can be enticing. However, our crooked ways will be found out and we need to keep our focus on what is true and pure according to scripture. Therefore, in order to resist this temptation, we need to guard our thoughts and minds. We should always strive to live like Christ in all aspects of our lives, at work and home alike.

References

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