

Twice Born Ministry

TECH-707: Digital Marketing Foundations

Course Code: TECH-707

Credit Hours: 3

King James Version (KJV) — Sola Scriptura Curriculum

Generated 2026-06-30

Course Description

TECH-707: Digital Marketing Foundations

Course Description

Funnels, email lists, content calendars, analytics, and ethical outreach aligned with TBM Marketing workflows.

This course is part of **Layer 4 — Career Tracks** (Track D: Technical / IT / Cloud / AI / Marketing) in the Twice Born Ministry Bible School catalog. **College category:** Digital Marketing.

Course Details

| Field | Value |

|-----|-----|

| **Course Code** | TECH-707 |

| **Career Track** | D — Technical / IT / Cloud / AI / Marketing |

| **Catalog Track** | Digital Marketing |

| **College Category** | Digital Marketing |

| **Credit Hours** | 3 |

| **Weeks** | 10 |

| **Lessons** | 10 |

| **Prerequisites** | TECH-701; BUS-703 recommended |

| **Homeschool Band** | College |

| **Primary Text** | King James Version (KJV) |

| **Source / Resources** | TBM Marketing plugin; Wavecraft funnel docs |

TBM Cross-References

- TBM Marketing plugin

- • Marketing/TBM_MARKETING_PLUGIN.md
- • Wavecraft funnel playbook

Learning Outcomes

Upon completion, students will be able to:

1. Explain core concepts and vocabulary for this vocational domain at college introductory level.

2. Apply biblical ethics when secular models conflict with Kingdom priorities.
3. Complete practical assignments, scenarios, or lab exercises with documented integrity.
4. Articulate connections between vocation, stewardship, and local church ministry.
5. Pass module quizzes and capstone assessments at 70% or higher.

Assessment Overview

- **Module quizzes:** JSON per module (multiple choice + short answer).
- **Assignments:** 3–4 rubric-graded projects.
- **Group projects:** 2 collaborative exercises.
- **Final exam:** Comprehensive short and extended responses.
- **Video scripts:** 3–5 instructor scripts for optional production.

Christian Guardrails

- KJV citation standard; Christ-centered instruction.
- Career exploration does not replace licensure, trade apprenticeships, or professional counsel where required.
- AI tools may assist research but not replace original work or pastoral judgment.

Instructor Notes

Professor Shepherd AI instructor shortcode: [tb_ai_instructor course_code="TECH-707"]

Twice Born Ministry Bible School — Layer 4 Career Tracks

Course Modules

TECH-707 — Lesson 1: Digital Marketing as Stewardship of Attention

Introduction

Welcome to Lesson 1 of **Digital Marketing Foundations** (TECH-707). This session explores **Digital Marketing as Stewardship of Attention** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

This is **Layer 4 — Career Tracks** content at college level (or high school dual-enrollment where noted). The King James Version remains the citation standard for all scripture. Complete BS-FND-100 or listed prerequisites before advanced modules.

Pray for wisdom before studying. Career competence without Christ-centered character produces skilled workers who build on sand. We pursue excellence **as unto the Lord** (Colossians 3:23).

Core Teaching

Theme: Digital Marketing as Stewardship of Attention

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

Practical Focus

Funnels, email lists, content calendars, analytics, and ethical outreach aligned with TBM Marketing workflows.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.
- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

- TBM Marketing plugin
 - Marketing/TBM_MARKETING_PLUGIN.md
 - Wavecraft funnel playbook

TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult Marketing/TBM_MARKETING_PLUGIN.md for plugin settings: Daily Blog, Blog Category, GHM Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

Digital Marketing as Stewardship of Attention should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 1: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **Digital Marketing as Stewardship of Attention** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 1 Summary: We examined **Digital Marketing as Stewardship of Attention** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 2. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

Ministry Case Study

Imagine a congregant confused about this lesson's topic after watching online teaching that contradicts historic evangelical doctrine. Draft a pastoral response email that (1) expresses empathy, (2) clarifies biblical teaching with two references, (3) invites in-person conversation, and (4) avoids condescension. Pastoral communication is part of theological training, not an optional soft skill.

Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

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Supplemental Reading and Reflection

Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

Historical Figure Spotlight

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TECH-707 — Lesson 2: TBM Marketing Plugin Overview and White-Label Settings

Introduction

Welcome to Lesson 2 of **Digital Marketing Foundations** (TECH-707). This session explores **TBM Marketing Plugin Overview and White-Label Settings** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

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Core Teaching

Theme: TBM Marketing Plugin Overview and White-Label Settings

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

Practical Focus

Funnels, email lists, content calendars, analytics, and ethical outreach aligned with TBM Marketing workflows.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.
- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

- TBM Marketing plugin
 - Marketing/TBM_MARKETING_PLUGIN.md
 - Wavecraft funnel playbook

TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult Marketing/TBM_MARKETING_PLUGIN.md for plugin settings: Daily Blog, Blog Category, GHL Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

TBM Marketing Plugin Overview and White-Label Settings should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 2: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **TBM Marketing Plugin Overview and White-Label Settings** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 2 Summary: We examined **TBM Marketing Plugin Overview and White-Label Settings** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 3. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

Supplemental Reading and Reflection

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Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

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TECH-707 — Lesson 3: Audience Personas and Gospel-Centered Messaging

Introduction

Welcome to Lesson 3 of **Digital Marketing Foundations** (TECH-707). This session explores **Audience Personas and Gospel-Centered Messaging** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

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Core Teaching

Theme: Audience Personas and Gospel-Centered Messaging

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Practical Focus

Funnels, email lists, content calendars, analytics, and ethical outreach aligned with TBM Marketing workflows.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.

- Complete hands-on or scenario-based exercises in assignments and quizzes.
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Professional Standards

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Application for Vocation and Ministry

Audience Personas and Gospel-Centered Messaging should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

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Lab, Scenario, or Field Exercise

Exercise 3: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **Audience Personas and Gospel-Centered Messaging** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 3 Summary: We examined **Audience Personas and Gospel-Centered Messaging** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 4. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

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Historical Figure Spotlight

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TECH-707 — Lesson 4: Content Calendars and Editorial Planning

Introduction

Welcome to Lesson 4 of **Digital Marketing Foundations** (TECH-707). This session explores **Content Calendars and Editorial Planning** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

This is **Layer 4 — Career Tracks** content at college level (or high school dual-enrollment where noted). The King James Version remains the citation standard for all scripture. Complete BS-FND-100 or listed prerequisites before advanced modules.

Pray for wisdom before studying. Career competence without Christ-centered character produces skilled workers who build on sand. We pursue excellence **as unto the Lord** (Colossians 3:23).

Core Teaching

Theme: Content Calendars and Editorial Planning

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Practical Focus

Funnels, email lists, content calendars, analytics, and ethical outreach aligned with TBM Marketing workflows.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.
- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

- TBM Marketing plugin
 - • Marketing/TBM_MARKETING_PLUGIN.md
 - • Wavecraft funnel playbook

TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult Marketing/TBM_MARKETING_PLUGIN.md for plugin settings: Daily Blog, Blog Category, GHL Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

Content Calendars and Editorial Planning should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 4: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **Content Calendars and Editorial Planning** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 4 Summary: We examined **Content Calendars and Editorial Planning** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 5. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

Historical Figure Spotlight

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Ministry Case Study

Imagine a congregant confused about this lesson's topic after watching online teaching that contradicts historic evangelical doctrine. Draft a pastoral response email that (1) expresses empathy, (2) clarifies biblical teaching with two references, (3) invites in-person conversation, and (4) avoids condescension. Pastoral communication is part of theological training, not an optional soft skill.

Supplemental Reading and Reflection

Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

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Ministry Case Study

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Ministry Case Study

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TECH-707 — Lesson 5: Email Lists, GHL Integration, and Permission Marketing

Introduction

Welcome to Lesson 5 of **Digital Marketing Foundations** (TECH-707). This session explores **Email Lists, GHL Integration, and Permission Marketing** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

This is **Layer 4 — Career Tracks** content at college level (or high school dual-enrollment where noted). The King James Version remains the citation standard for all scripture. Complete BS-FND-100 or listed prerequisites before advanced modules.

Pray for wisdom before studying. Career competence without Christ-centered character produces skilled workers who build on sand. We pursue excellence **as unto the Lord** (Colossians 3:23).

Core Teaching

Theme: Email Lists, GHL Integration, and Permission Marketing

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Practical Focus

Funnels, email lists, content calendars, analytics, and ethical outreach aligned with TBM Marketing workflows.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.

- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

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 - Marketing/TBM_MARKETING_PLUGIN.md
 - Wavecraft funnel playbook

TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult Marketing/TBM_MARKETING_PLUGIN.md for plugin settings: Daily Blog, Blog Category, GHL Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

Email Lists, GHL Integration, and Permission Marketing should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 5: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **Email Lists, GHL Integration, and Permission Marketing** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 5 Summary: We examined **Email Lists, GHL Integration, and Permission Marketing** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 6. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

Worship Integration

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Supplemental Reading and Reflection

Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

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Worship Integration

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Ministry Case Study

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TECH-707 — Lesson 6: Landing Pages, CTAs, and Conversion Ethics

Introduction

Welcome to Lesson 6 of **Digital Marketing Foundations** (TECH-707). This session explores **Landing Pages, CTAs, and Conversion Ethics** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

This is **Layer 4 — Career Tracks** content at college level (or high school dual-enrollment where noted). The King James Version remains the citation standard for all scripture. Complete BS-FND-100 or listed prerequisites before advanced modules.

Pray for wisdom before studying. Career competence without Christ-centered character produces skilled workers who build on sand. We pursue excellence **as unto the Lord** (Colossians 3:23).

Core Teaching

Theme: Landing Pages, CTAs, and Conversion Ethics

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

Practical Focus

Funnels, email lists, content calendars, analytics, and ethical outreach aligned with TBM Marketing workflows.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.
- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

- TBM Marketing plugin
 - Marketing/TBM_MARKETING_PLUGIN.md
 - Wavecraft funnel playbook

TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult Marketing/TBM_MARKETING_PLUGIN.md for plugin settings: Daily Blog, Blog Category, GHL Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

Landing Pages, CTAs, and Conversion Ethics should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 6: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **Landing Pages, CTAs, and Conversion Ethics** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 6 Summary: We examined **Landing Pages, CTAs, and Conversion Ethics** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 7. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

Supplemental Reading and Reflection

Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

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TECH-707 — Lesson 7: Analytics: UTM, KPIs, and Honest Metrics

Introduction

Welcome to Lesson 7 of **Digital Marketing Foundations** (TECH-707). This session explores **Analytics: UTM, KPIs, and Honest Metrics** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

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Pray for wisdom before studying. Career competence without Christ-centered character produces skilled workers who build on sand. We pursue excellence **as unto the Lord** (Colossians 3:23).

Core Teaching

Theme: Analytics: UTM, KPIs, and Honest Metrics

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

Practical Focus

Funnels, email lists, content calendars, analytics, and ethical outreach aligned with TBM Marketing workflows.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.

- Complete hands-on or scenario-based exercises in assignments and quizzes.
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TBM Marketing / Wavecraft Integration

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Application for Vocation and Ministry

Analytics: UTM, KPIs, and Honest Metrics should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 7: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **Analytics: UTM, KPIs, and Honest Metrics** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 7 Summary: We examined **Analytics: UTM, KPIs, and Honest Metrics** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 8. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

Ministry Case Study

Imagine a congregant confused about this lesson's topic after watching online teaching that contradicts historic evangelical doctrine. Draft a pastoral response email that (1) expresses empathy, (2) clarifies biblical teaching with two references, (3) invites in-person conversation, and (4) avoids condescension. Pastoral communication is part of theological training, not an optional soft skill.

Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

Historical Figure Spotlight

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Supplemental Reading and Reflection

Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

Ministry Case Study

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Worship Integration

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Supplemental Reading and Reflection

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TECH-707 — Lesson 8: Wavecraft Funnel Playbook and Blog2Post Bridge

Introduction

Welcome to Lesson 8 of **Digital Marketing Foundations** (TECH-707). This session explores **Wavecraft Funnel Playbook and Blog2Post Bridge** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

This is **Layer 4 — Career Tracks** content at college level (or high school dual-enrollment where noted). The King James Version remains the citation standard for all scripture. Complete BS-FND-100 or listed prerequisites before advanced modules.

Pray for wisdom before studying. Career competence without Christ-centered character produces skilled workers who build on sand. We pursue excellence **as unto the Lord** (Colossians 3:23).

Core Teaching

Theme: Wavecraft Funnel Playbook and Blog2Post Bridge

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

Practical Focus

Funnels, email lists, content calendars, analytics, and ethical outreach aligned with TBM Marketing workflows.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.
- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

- TBM Marketing plugin
 - Marketing/TBM_MARKETING_PLUGIN.md
 - Wavecraft funnel playbook

TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult Marketing/TBM_MARKETING_PLUGIN.md for plugin settings: Daily Blog, Blog Category, GHL Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

Wavecraft Funnel Playbook and Blog2Post Bridge should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 8: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **Wavecraft Funnel Playbook and Blog2Post Bridge** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 8 Summary: We examined **Wavecraft Funnel Playbook and Blog2Post Bridge** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 9. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

Ministry Case Study

Imagine a congregant confused about this lesson's topic after watching online teaching that contradicts historic evangelical doctrine. Draft a pastoral response email that (1) expresses empathy, (2) clarifies biblical teaching with two references, (3) invites in-person conversation, and (4) avoids condescension. Pastoral communication is part of theological training, not an optional soft skill.

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

Historical Figure Spotlight

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Supplemental Reading and Reflection

Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

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Historical Figure Spotlight

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TECH-707 — Lesson 9: A/B Testing Without Manipulation

Introduction

Welcome to Lesson 9 of **Digital Marketing Foundations** (TECH-707). This session explores **A/B Testing Without Manipulation** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

This is **Layer 4 — Career Tracks** content at college level (or high school dual-enrollment where noted). The King James Version remains the citation standard for all scripture. Complete BS-FND-100 or listed prerequisites before advanced modules.

Pray for wisdom before studying. Career competence without Christ-centered character produces skilled workers who build on sand. We pursue excellence **as unto the Lord** (Colossians 3:23).

Core Teaching

Theme: A/B Testing Without Manipulation

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

Practical Focus

Funnels, email lists, content calendars, analytics, and ethical outreach aligned with TBM Marketing workflows.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.
- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

- TBM Marketing plugin
 - Marketing/TBM_MARKETING_PLUGIN.md
 - Wavecraft funnel playbook

TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult Marketing/TBM_MARKETING_PLUGIN.md for plugin settings: Daily Blog, Blog Category, GHF Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

A/B Testing Without Manipulation should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 9: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **A/B Testing Without Manipulation** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 9 Summary: We examined **A/B Testing Without Manipulation** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 10. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

Ministry Case Study

Imagine a congregant confused about this lesson's topic after watching online teaching that contradicts historic evangelical doctrine. Draft a pastoral response email that (1) expresses empathy, (2) clarifies biblical teaching with two references, (3) invites in-person conversation, and (4) avoids condescension. Pastoral communication is part of theological training, not an optional soft skill.

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

Supplemental Reading and Reflection

Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

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Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

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Historical Figure Spotlight

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TECH-707 — Lesson 10: Capstone: 90-Day Digital Outreach Plan

Introduction

Welcome to Lesson 10 of **Digital Marketing Foundations** (TECH-707). This session explores **Capstone: 90-Day Digital Outreach Plan** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

This is **Layer 4 — Career Tracks** content at college level (or high school dual-enrollment where noted). The King James Version remains the citation standard for all scripture. Complete BS-FND-100 or listed prerequisites before advanced modules.

Pray for wisdom before studying. Career competence without Christ-centered character produces skilled workers who build on sand. We pursue excellence **as unto the Lord** (Colossians 3:23).

Core Teaching

Theme: Capstone: 90-Day Digital Outreach Plan

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Practical Focus

Funnels, email lists, content calendars, analytics, and ethical outreach aligned with TBM Marketing workflows.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.
- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

- TBM Marketing plugin
 - Marketing/TBM_MARKETING_PLUGIN.md
 - Wavecraft funnel playbook

TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult Marketing/TBM_MARKETING_PLUGIN.md for plugin settings: Daily Blog, Blog Category, GHL Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

Capstone: 90-Day Digital Outreach Plan should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 10: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **Capstone: 90-Day Digital Outreach Plan** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 10 Summary: We examined **Capstone: 90-Day Digital Outreach Plan** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to the capstone module. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

Ministry Case Study

Imagine a congregant confused about this lesson's topic after watching online teaching that contradicts historic evangelical doctrine. Draft a pastoral response email that (1) expresses empathy, (2) clarifies biblical teaching with two references, (3) invites in-person conversation, and (4) avoids condescension. Pastoral communication is part of theological training, not an optional soft skill.

Supplemental Reading and Reflection

Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

Ministry Case Study

Imagine a congregant confused about this lesson's topic after watching online teaching that contradicts historic evangelical doctrine. Draft a pastoral response email that (1) expresses empathy, (2) clarifies biblical teaching with two references, (3) invites in-person conversation, and (4) avoids condescension. Pastoral communication is part of theological training, not an optional soft skill.

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Supplemental Reading and Reflection

Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

Historical Figure Spotlight

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Appendix A — Assignments

Week 01

Week 01 Assignment — Reflection Journal

Course: TECH-707 · Digital Marketing Foundations

Week focus: TECH-707 — Lesson 1: Digital Marketing as Stewardship of Attention

Learning objective (Bloom's taxonomy)

Students will **analyze** course content from **TECH-707 — Lesson 1: Digital Marketing as Stewardship of Attention** with KJV integration and measurable evidence in the submission.

Task

Analyze: Write a 300–500 word reflection on **TECH-707 — Lesson 1: Digital Marketing as Stewardship of Attention**. Include at least two KJV citations and one personal application.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Digital, Marketing

Week 02

Week 02 Assignment — Memory Verse Application

Course: TECH-707 · Digital Marketing Foundations

Week focus: TECH-707 — Lesson 2: TBM Marketing Plugin Overview and White-Label Settings

Learning objective (Bloom's taxonomy)

Students will **apply** course content from **TECH-707 — Lesson 2: TBM Marketing Plugin Overview and White-Label Settings** with KJV integration and measurable evidence in the submission.

Task

Apply: Recite this week's memory verse from memory, then write 250 words explaining how it applies to daily discipleship.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Marketing, Plugin

Week 03

Week 03 Assignment — Expository Outline

Course: TECH-707 · Digital Marketing Foundations

Week focus: TECH-707 — Lesson 3: Audience Personas and Gospel-Centered Messaging

Learning objective (Bloom's taxonomy)

Students will **outline** course content from **TECH-707 — Lesson 3: Audience Personas and Gospel-Centered Messaging** with KJV integration and measurable evidence in the submission.

Task

Outline: Produce a structured outline (400+ words) for the main passage in **TECH-707 — Lesson 3: Audience Personas and Gospel-Centered Messaging**. Include pericope titles and one-sentence themes.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Audience, Personas

Week 04

Week 04 Assignment — Discussion Response

Course: TECH-707 · Digital Marketing Foundations

Week focus: TECH-707 — Lesson 4: Content Calendars and Editorial Planning

Learning objective (Bloom's taxonomy)

Students will **explain** course content from **TECH-707 — Lesson 4: Content Calendars and Editorial Planning** with KJV integration and measurable evidence in the submission.

Task

Explain: Answer two discussion prompts from the Week 4 reading in 200 words each. Cite KJV only.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Content, Calendars

Week 05

Week 05 Assignment — Practical Ministry Step

Course: TECH-707 · Digital Marketing Foundations

Week focus: TECH-707 — Lesson 5: Email Lists, GHIL Integration, and Permission Marketing

Learning objective (Bloom's taxonomy)

Students will **demonstrate** course content from **TECH-707 — Lesson 5: Email Lists, GHIL Integration, and Permission Marketing** with KJV integration and measurable evidence in the submission.

Task

Demonstrate: Complete one practical ministry action tied to **TECH-707 — Lesson 5: Email Lists, GHIL Integration, and Permission Marketing** (visit, prayer walk, family worship, or service). Submit a 200-word report plus optional photo upload.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Manual review (practical/upload).

Pass: 70%

Rubric (100 points)

Week 06

Week 06 Assignment — Witness Outline

Course: TECH-707 · Digital Marketing Foundations

Week focus: TECH-707 — Lesson 6: Landing Pages, CTAs, and Conversion Ethics

Learning objective (Bloom's taxonomy)

Students will **construct** course content from **TECH-707 — Lesson 6: Landing Pages, CTAs, and Conversion Ethics** with KJV integration and measurable evidence in the submission.

Task

Construct: Draft a 3-minute spoken witness outline using this week's theme. Include gospel bridge, one objection with biblical answer, and call to faith.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Landing, Pages

Week 07

Week 07 Assignment — Cross-Reference Study

Course: TECH-707 · Digital Marketing Foundations

Week focus: TECH-707 — Lesson 7: Analytics: UTM, KPIs, and Honest Metrics

Learning objective (Bloom's taxonomy)

Students will **compare** course content from **TECH-707 — Lesson 7: Analytics: UTM, KPIs, and Honest Metrics** with KJV integration and measurable evidence in the submission.

Task

Compare: Find three cross-references that illuminate **TECH-707 — Lesson 7: Analytics: UTM, KPIs, and Honest Metrics**. Write 400 words comparing themes (OT + NT).

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Analytics, Honest

Week 08

Week 08 Assignment — Historical Context Brief

Course: TECH-707 · Digital Marketing Foundations

Week focus: TECH-707 — Lesson 8: Wavecraft Funnel Playbook and Blog2Post Bridge

Learning objective (Bloom's taxonomy)

Students will **describe** course content from **TECH-707 — Lesson 8: Wavecraft Funnel Playbook and Blog2Post Bridge** with KJV integration and measurable evidence in the submission.

Task

Describe: Write 350 words on historical/literary context for **TECH-707 — Lesson 8: Wavecraft Funnel Playbook and Blog2Post Bridge**. Minimum four KJV citations.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Wavecraft, Funnel

Week 09

Week 09 Assignment — Christological Connection Essay

Course: TECH-707 · Digital Marketing Foundations

Week focus: TECH-707 — Lesson 9: A/B Testing Without Manipulation

Learning objective (Bloom's taxonomy)

Students will **evaluate** course content from **TECH-707 — Lesson 9: A/B Testing Without Manipulation** with KJV integration and measurable evidence in the submission.

Task

Evaluate: Explain how **TECH-707 — Lesson 9: A/B Testing Without Manipulation** points to Christ in 400–600 words. Use literal-grammatical-historical method.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Testing, Without

Week 10

Week 10 Assignment — Teaching Prep

Course: TECH-707 · Digital Marketing Foundations

Week focus: TECH-707 — Lesson 10: Capstone: 90-Day Digital Outreach Plan

Learning objective (Bloom's taxonomy)

Students will **design** course content from **TECH-707 — Lesson 10: Capstone: 90-Day Digital Outreach Plan** with KJV integration and measurable evidence in the submission.

Task

Design: Prepare a 5-minute teaching outline for **TECH-707 — Lesson 10: Capstone: 90-Day Digital Outreach Plan** suitable for a small group or homeschool lesson.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Capstone, Digital

Week 11

Week 11 Assignment — Integration & Review

Course: TECH-707 · Digital Marketing Foundations

Week focus: TECH-707 — Lesson 10: Capstone: 90-Day Digital Outreach Plan

Learning objective (Bloom's taxonomy)

Students will **synthesize** course content from **TECH-707 — Lesson 10: Capstone: 90-Day Digital Outreach Plan** with KJV integration and measurable evidence in the submission.

Task

Synthesize: Synthesize the top five themes from Digital Marketing Foundations. 600 words, minimum six KJV citations, one paragraph on personal growth.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Capstone, Digital

Week 12

Creative Ministry Project — TECH-707

Course: Digital Marketing Foundations

Code: TECH-707

Learning objective (Bloom's taxonomy)

Students will **create** an original ministry artifact synthesizing course themes with KJV fidelity and scholarship-gallery quality.

Overview

Complete an original **Creative Ministry Project** demonstrating what you learned in this course. Select one project type when submitting your assignment. Approved work may appear in the [Scholarship Gallery](https://twicebornministry.com/bible-school/scholarships/) so supporters can **donate toward student scholarships** — you retain credit and ownership of your work.

> This is ministry education, not a sale of intellectual property. Donations fund scholarships.

Project types

Requirements

Original work — cite all Scripture in KJV; footnote other sources.

Course connection — explicitly tie your project to at least two module themes from TECH-707.

Ministry focus — aim to edify believers or reach seekers with the gospel.

Upload — submit via the **Creative Ministry Project** assignment at the end of the course; select your project type in the form.

Length guides:

- Written: 800–1500 words
- Audio/Video: see durations above
- Photography: 1–3 images + caption
- Application: working prototype + 300-word user guide

Grading rubric (100 points)

Pass: 70%

Scholarship gallery

If your project is approved, it may be listed at /bible-school/scholarships/ with a **Support this student** donation button. Supporters give toward the scholarship fund for your project type — not to purchase your content.

Prayer

> *"Let the words of my mouth, and the meditation of my heart, be acceptable in thy sight, O LORD, my strength, and my redeemer."* — Psalm 19:14 (KJV)

Grading

Grading mode: Manual review (creative upload).

Pass: 70%

Rubric (100 points)

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Course: Digital Marketing Foundations

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