

MAS 645 PIONEERING 2 hr/3 CE

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Required Texts	Searcy, Nelson and Kerrick Thomas. <u>Launch: Starting a New Church from Scratch</u> . Ventura CA:Regal Books. (2006). Additional book TBA New Expansion Ministry manual – love offering
Other Required Reading	Papers and handouts assigned in class. Expansion material from www.unity.org
Recommended Reading	Stetzer, Ed and Warren Bird. <i>Viral Churches: Helping Church Planters Become Movement Makers</i> . San Francisco:Jossey-Bass Leadershio Series, Wiley, (2010).

Course Description

This class explores the strategies for starting a ministry, study-group, or alternative ministry. It will include the experience of creating a business plan and the study of successful practices of research and marketing to a pioneer market.

Learning Objectives

Upon completion of this course, students will be able to:

1. Research and discover areas available for possible church planting.
2. Design a realistic business plan for the envisioned ministry.
3. Develop a multi-faceted marketing plan.
4. Examine and analyze resources, services and materials of the Association of Unity Churches International, as well as those of other denominations for possible application.
5. Demonstrate and apply the tools and techniques of a visioning process.