

ASSEMBLIES OF GOD THEOLOGICAL SEMINARY
Northwest College Extension Campus
Continuing Education Course
Kirkland, WA
September 22-26, 2003

P THE 640 Equipping and Releasing Ministry into the Marketplace
(2 credit hours)

Tony Cervero, D.Min. (cand.)

Fall 2003

COURSE SYLLABUS

COURSE DESCRIPTION

This course explores the theology, strategy, and methodology of ministry to the marketplace of today's society. It will focus on how to do effective and biblical evangelism that takes seriously the culture and the needs of those one seeks to reach.

COURSE OBJECTIVES

The anticipation is that as a result of this course the participant will:

1. Develop a new understanding of ministry beyond the church walls that reflects a faithful and fresh reading of scripture and moves beyond the inadequate paradigms that have defined our outreaches in America.
2. Feel a new sense of hope for doing effective outreach that is realistic and appropriate for his/her community.
3. Create a viable plan for Marketplace Ministry in their ministry site.

TEXTBOOKS

Colson, Charles and Vaughn, Ellen. *Being the Body: A New Call for the Church to be Light in the Darkness*. Nashville, TN: W Publishing Group, 2003, 403 pages.

Mittleberg, Mark. *Building a Contagious Church: Revolutionizing the Way We View and Do Evangelism*. Grand Rapids, MI: Zondervan, 2000, 388 pages.

Sjogren, Steve. *Conspiracy of Kindness: A Refreshing New Approach to Sharing the Love of Jesus*. Ann Arbor, MI: Servant Publications, 2003, 233 pages.

COURSE METHODOLOGY

The course will employ lectures, video, small group interaction, and interactive teaching. Students will be expected to engage in dialogue based on the class readings and their own ministry experience.

COURSE OVERVIEW

Nowhere can you find a more effective thermometer of our culture than the marketplace of our communities – places of business, work, pleasure, and community. As ministers of the gospel, we must not only understand our culture – we must establish and equip for ministry to people in the marketplace. For this is the arena Christ most often chose to display His marvelous works of power and redemption.

Even though today's culture is pluralistic, isolated, individualistic and post-modern – they are still seeking. If you would look in the large chain bookstores, the former "Religion" section is gone and in its place is a growing set of more specific rubrics catering to popular topics such as angels, Sufism, journey, recovery, meditation, magic, inspiration, Judaica, astrology, gurus, Bible, prophecy, Evangelicalism, Buddhism, esoterica, and the like. Words like *soul*, *sacred*, and *spiritual* resonate to a curious public. The discourse on spiritual "journeys" and "growth" is no longer a province reserved for theologians and pastors, but of ordinary people in cafés, coffee shops, and bookstores across the country.

Not surprisingly, all of this is happening at a time when the United States and other Western nations are undergoing massive social and cultural changes. The emergence of a global world, widespread changes in values and beliefs, the immense role of the media, an expanding consumer-oriented culture targeting the self as an arena for marketing, the erosion of many traditional forms of community – all point to a major realignments in religion and culture. The Church cannot sit behind their doors idly ... we must present the gospel in WORD and IN DEED - *For the kingdom of God is not a matter of talk but of power.* (1Cor. 4:20)

Serving our community must be at the very heart of the church - To *serve our community* at the same time as *seeking God*. They do not compete with each other – but fulfill each other. We must *Seek God* and *Serve People*. That is why the face of evangelism must be changed - it must be redefined in the minds of most people.

The church must effectively serve in deliberate and innovative ways that will have a strong impact and message to the communities in which we live. The body of Christ must use its resources to serve its community by meeting a need in the community. It cannot do everything - but it must do some things.

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This type of ministry is not an event ... it must flow from our values ... It must be in our DNA. It is more than the responsibility of one or two ministries ... it is part of who we are.

This course explores the theology, strategy, and methodology of ministry to the marketplace of today's society. To do effective and biblical evangelism that takes seriously the culture and the needs of those one seeks to reach, it is necessary to:

- Build a proper theological foundation (that sees the Bible with fresh eyes),
- Adopt an appropriate strategy (that makes sense to the given situation), and
- Envision the wide range of possibilities present in every congregation to have great influence to their community.

Each student will seek to establish a model that takes the church beyond its walls in natural, appropriate and effective ways. In this course, the church will be seen as a prime influence to our culture, lay people as the prime carriers of the message; and pastors as the prime coaches. Personal and corporate obstacles that prohibit this type of ministry will be examined and resolved.

Reaching our world does not mean a decision to abandon spiritual formation – there must be an integral connection between evangelism and discipleship. Marketplace ministry is not another program or outreach event ... it must be in the natural operations of the spirit-filled body operating in Word and Deed.

COURSE REQUIREMENTS

A. Pre-Session

1. Read one of the following textbooks and write a two page analysis of it.
 - a. Mittleberg, Mark. *Building a Contagious Church: Revolutionizing the Way We View and Do Evangelism*. Grand Rapids: Zondervan, 2000.
 - b. Sjogren, Steve. *Conspiracy of Kindness: A Refreshing New Approach to Sharing the Love of Jesus*. Ann Arbor, MI: Servant Publications, 2003.
2. Prepare the following brief reflection papers:
 - a. In one or two pages describe a conversion experience, other than your own, in which you were aware of the presence, reality, or working of God.
 - b. The State of my Church: An Evangelistic Assessment. In three pages, describe and analyze the place of evangelism and multiplication/reproduction in your

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discipleship plan. Describe what is positive, what is negative, and where you may want to start.

B. Post-Session

1. Complete the remainder of the required 1,000 pages of reading from the selected bibliography. Document the pages read in a bibliographic statement (see attachment).
2. Write a 10-12 page paper in which you describe a strategy for doing outreach in your community via your church. Include this:
 - a. Your theological foundations that inform your strategy;
 - b. An analysis of the audience you seek to reach
 - c. A discussion of why you chose a particular methodology to reach these people.
 - d. The methodology, including a discussion of how to create the right climate in your church, the training component, funding, the time line, the personnel, and any other details that would allow an interested outsider to understand your project.

DUE: All post-session assignments must be **postmarked** no later than **Friday, December 29, 2003.**

Submit Assignments to: **AGTS**
 ATTN: Tony Cervero
 1435 N. Glenstone Avenue
 Springfield, MO 65802

NOTE: A change of grade fee (\$15.00) may be assessed on all work submitted past the postmark date, even when the professor has granted an extension. Late work may be penalized at the discretion of the professor.

GRADING PROCEDURE

Pre-session Reading Analysis	15%
Pre-session Papers	20%
Post-session Reading Bibliography	30%
Post-session Strategy Paper	35%

SELECTED BIBLIOGRAPHY

Theology

Brueggemann, Walter. *Biblical Perspectives on Evangelism: Living in a Three-Storeyed Universe*. Nashville, TN: Abingdon Press. 1993, 131 pages.

Drummond, Lewis A. *Reaching Generation Next: Effective Evangelism in Today's Culture*. Grand Rapids, MI: Baker Books. 2002, 196 pages.

Peace, Richard. *Conversion in the New Testament: Paul and the Twelve*. Grand Rapids, MI: Eerdmans, 1999, 353 pages.

Roof, Wade Clark. *Spiritual Marketplace: Baby Boomers and the Remaking of American Religion*. Princeton University Press, 1999, 360 pages.

Strategy

Chand, Samuel R. and Murphey, Cecil. *Futuring: Leading Your Church into Tomorrow*. Grand Rapids, MI: Baker Books, 2002, 197 pages.

Gibbs, Eddie. *Church Next: Quantum Changes in How We Do Ministry*. Downers Grove, IL: InterVarsity Press, 2000, 239 pages.

Henderson, David W. *Culture Shift: Communicating God's Truth to Our Changing World*. Grand Rapids, MI: Baker Books, 1998, 222 pages.

Hewitt, Hugh. *In, But Not Of: A Guide to Christian Ambition and the Desire to Influence the World*. Nashville, TN: Thomas Nelson Publishers, 2003, 212 pages.

McLaren, Brian. *More Ready Than You Realize: Evangelism as Dance in the Postmodern Matrix*. Grand Rapids, MI: Zondervan, 2002, 188 pages.

Postererski, Donald. *Reinventing Evangelism: New Strategies for Presenting Christ in Today's World*. Downer's Grove, IL: InterVarsity Press, 1989, 176 pages.

Methodology

Logan, Robert E. and Larry Short. *Mobilizing for Compassion: Moving People into Ministry*. Grand Rapids, MI: Fleming H. Revell, 1994, 185 pages.

Metzger, Will. *Tell the Truth: The Whole Gospel to the Whole Person by Whole People*. Downers Grove, IL: InterVarsity Press, 2002 (Expanded version), 259 pages.

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Richardson, Rick. *Evangelism Outside the Box*. Downers Grove, IL: InterVarsity Press. 2000, 190 pages.

Cultural Studies

Kallenberg, Brad J. *Live to Tell: Evangelism for a Postmodern Age*. Grand Rapids, MI: Brazos Press, 2002, 127 pages.

McManus, Erwin Raphael. *An Unstoppable Force: Daring to Become the Church God had in Mind*. Loveland, CO: Group Publishing. 2001, 224 pages.

_____. *Seizing Your Divine Moment*. Nashville, TN: Thomas Nelson Publishers. 2002, 246 pages.

Middleton, J. Richard and Walsh, Brian J. *Truth is Stranger Than It Used to Be: Biblical Faith in a Postmodern Age*. Downer's Grove, IL: InterVarsity Press, 1995, 195 pages.

Newbigin, Lesslie. *The Gospel in a Pluralist Society*. Grand Rapids, MI: Eerdmans Publishing Co. 1989, 244 pages.

Sweet, Leonard. *Post-Modern Pilgrims: First Century Passion for the 21st Century World*. Nashville, TN: Broadman and Holman Publishers, 2000, 160 pages.

SPECIFIC DATA

Syllabus prepared by Tony Cervero, D.Min. (cand.), August 2003.