

Welcome!

MKTG 201

Marketing Management
Fall 2026

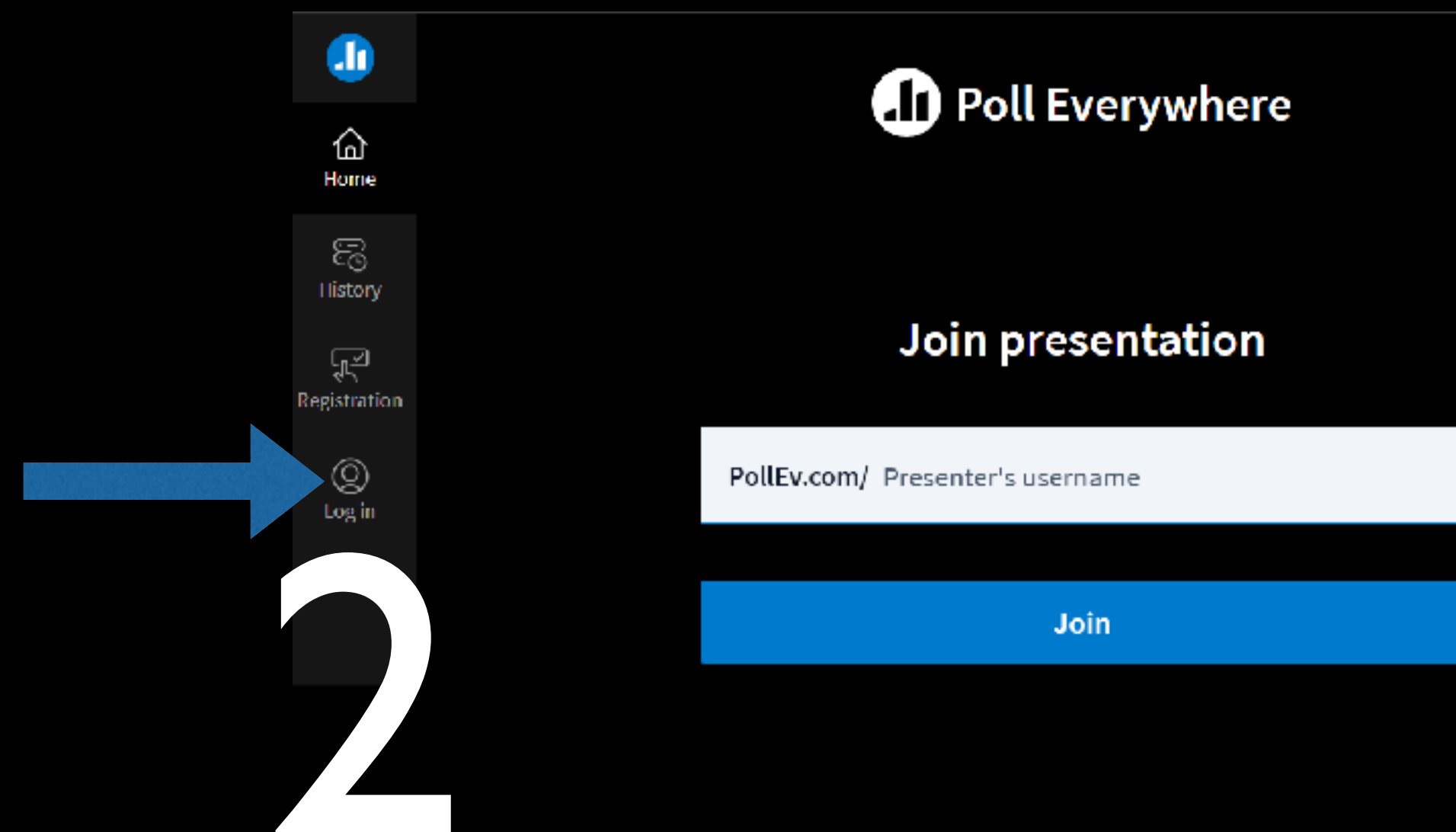
Professor Glenn Christensen, Sections 2&3

Setting Up Poll Everywhere accounts

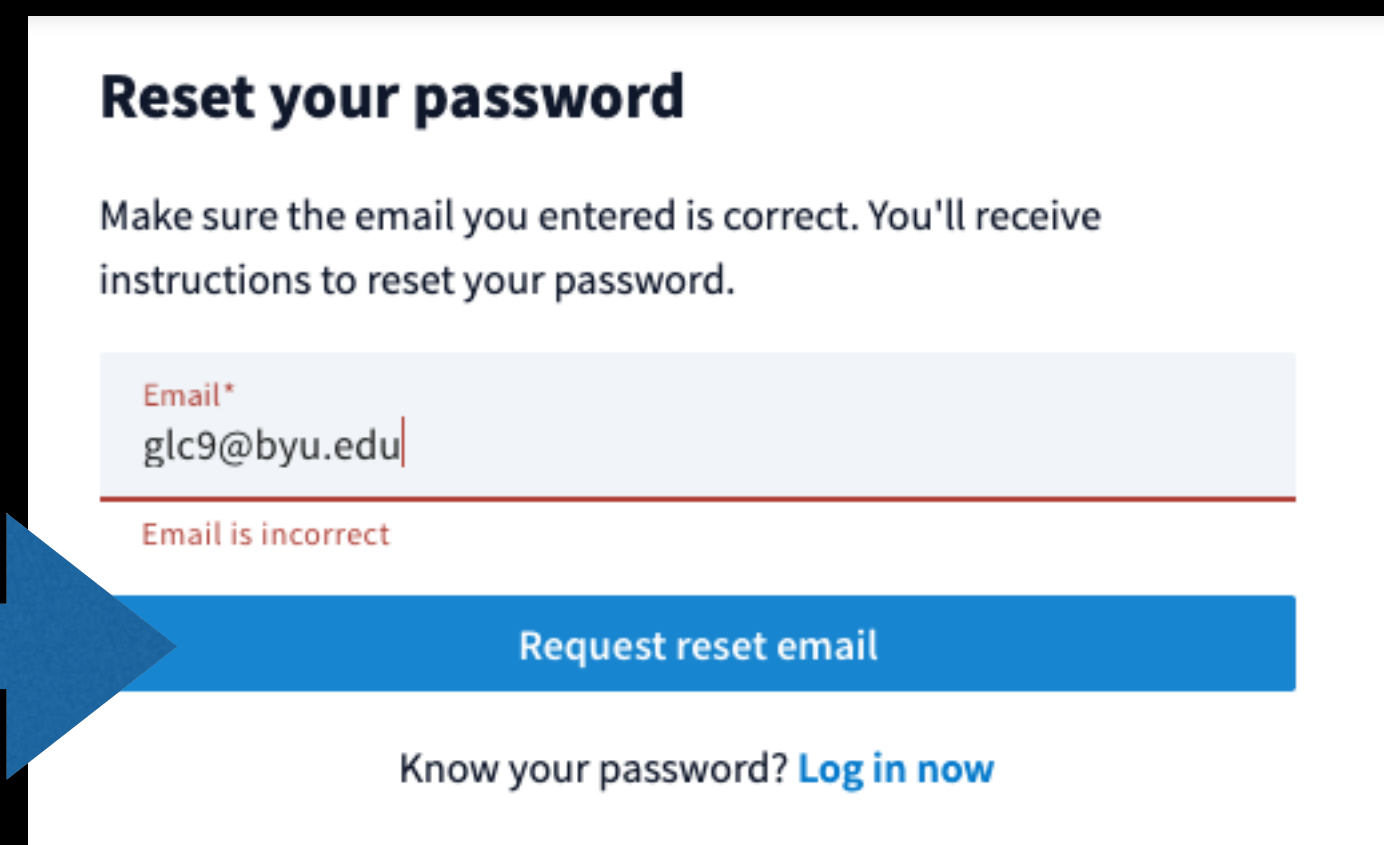
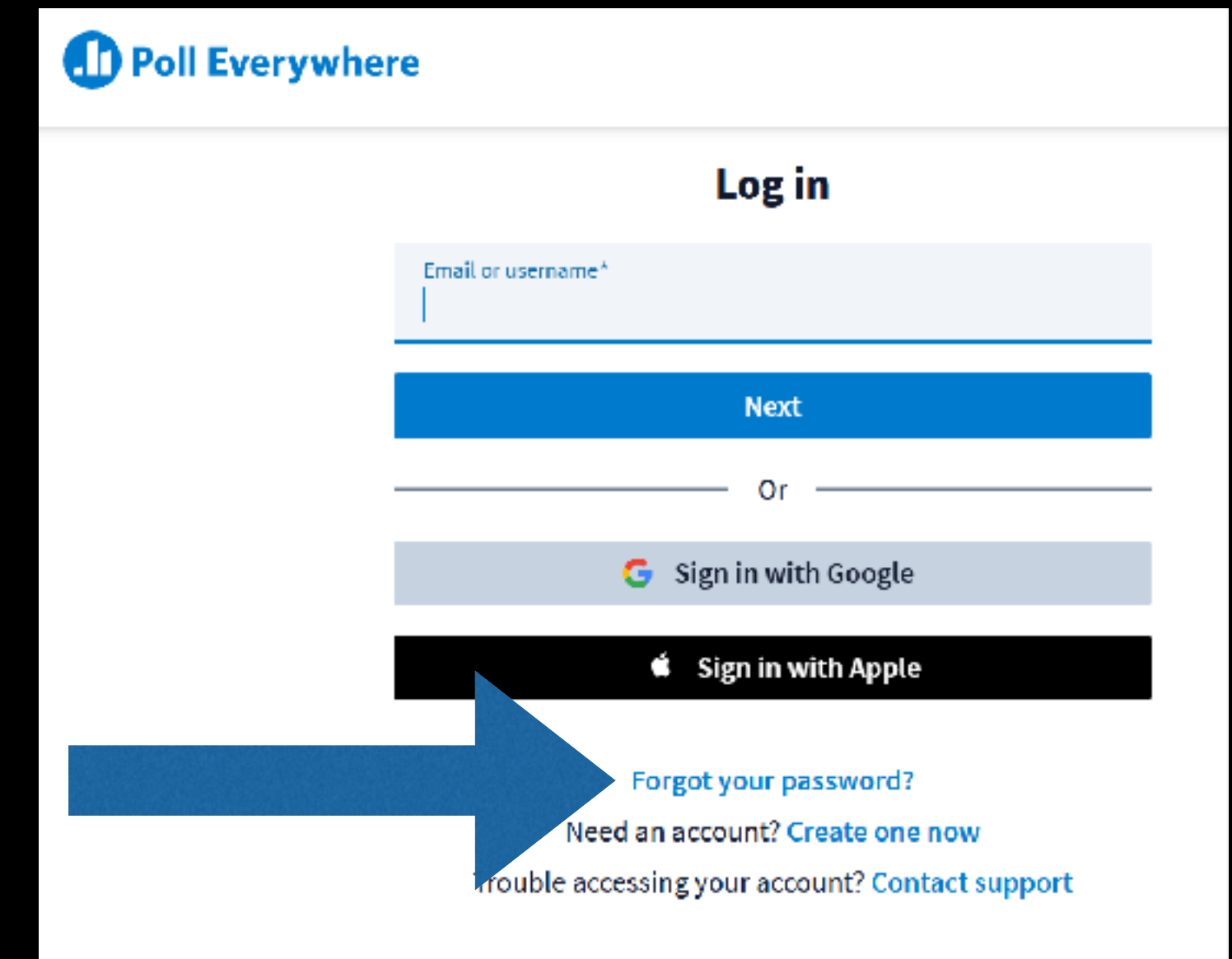
Can you please go on your laptop to

1 <https://pollev.com/home>

3 Click on
Forgot your Password?



4 Enter your BYU email
[BYUId]@byu.edu
NOT @student.byu.edu



If you get this error when trying to login:

Log in

Email or username*
glc9@byu.edu

We could not match that email or username to an account.

Next

Or

 Sign in with Google

 Sign in with Apple

[Forgot your password?](#)

[Need an account? Create one now](#)

[Having trouble accessing your account? Contact support](#)

Enter your BYU email
[BYUId]@byu.edu
NOT @student.byu.edu

**Sign up to join
the presentation**

 Sign up with Google

Or

First name*
Glenn

Last name*
Christensen

Email*
glc9@byu.edu

Password*
••••••••

 I'm not a robot 

Sign up

By continuing to use Poll Everywhere, you agree to our [Terms and Conditions](#) and [Privacy Policy](#).

Having trouble signing up? [Email us](#) or give us a call at 1 (800) 388-2039.

My Office Hours and Email

Tuesdays, 10–11:00 am, 628 TNRB and by appointment

g@byu.edu

mktg201.ta@byu.edu

Your first point of contact.

TAs for the Class

11 TAs for 900 students

Office Hours in 683 TNRB
Office Hours posted on Canvas

mktg201.ta@byu.edu

Your first point of contact.



Account



Dashboard



Courses



Calendar



Inbox

2026 Winter

Home

Modules

Announcements

Content

Quizzes

Assignments

Grades

MKTG 201 Sections 2&3 Winter 2026

MKTG 201 Sec 2&3: Marketing Management

[Glenn Christensen](#)[Email](#)[TA Email and Office Hours](#)[Student Wellness](#)

Schedule

Date	Topics	Assignments
------	--------	-------------

[View Course Stream](#)[View Course Calendar](#)[View Course Notifications](#)

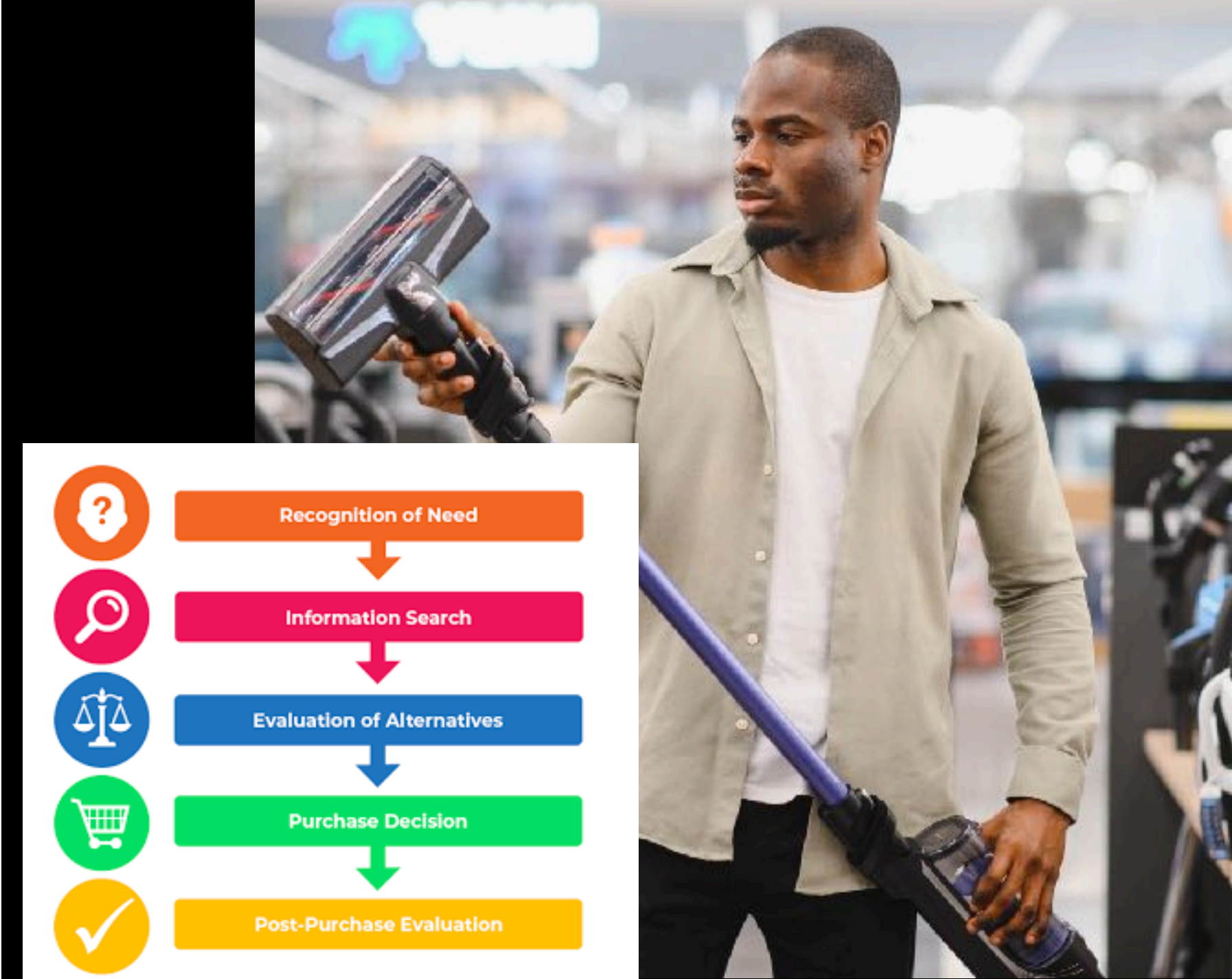
To Do

Nothing for now

mktg201.ta@byu.edu

Your first point of contact.









Learning Outcomes

1. Demonstrate knowledge of the fundamental components and tools of marketing (including consumer research, consumer behavior, STP—segmentation > targeting > positioning) and how these relate to identifying, creating, communicating, delivering, and sustaining value for the firm's chosen customers.
2. Apply core marketing strategy decisions in both established organizations and entrepreneurship contexts, including selecting a target market, designing a compelling offer, and choosing a coherent marketing mix (product, price, promotion, place) that drives profitability for the firm.

These objectives are assessed primarily through quizzes and exams (concept mastery), applied homework (framework application), and the marketing simulation (application and decision performance).

Required Text



Analytics ▾

Manage ▾

Student Menu ▾

Glenn



Marketing Fundamentals

Table of Contents

Course Contributors

Topic 1: Marketing Strategy

Topic 2: The Marketing Environment

Topic 3: Global Marketing

Topic 4: Ethics and Social Responsibility

Topic 5: Marketing Research

Topic 6: Marketing Analytics



Analytics ▾

Manage ▾

Student Menu ▾

Glenn

MKTG 201 Sec. 2 & 3 Fall 2026 -- Marketing Management ▾

🏠 **Title Page**

> Course Contributors

> Topic 1: Marketing Strategy

> Topic 2: The Marketing Environment

> Topic 3: Global Marketing

> Topic 4: Ethics and Social Responsibility

> Topic 5: Marketing Research

> Topic 6: Marketing Analytics

Table of Contents

Course Contributors

Topic 1: Marketing Strategy

Topic 2: The Marketing Environment

Topic 3: Global Marketing

Topic 4: Ethics and Social Responsibility

Topic 5: Marketing Research

Assessment and Grades

		Percentage
Professionalism		10%
Professionalism Self-Assessment (submitted during finals week)	1%	
Professional Presence and Engagement	9%	
Weekly Readings Review Quizzes Your lowest two quiz scores are dropped.		10%
Assignments		25%
Stukent SIM: Buhi Bags Marketing Simternship	15%	
Do Marketing Homework Assignments	10%	
Three Midterms Of the three midterms, your lowest score is dropped; the other two count (2 x 12.5% each = 25%).		25%
Midterm (highest score)	12.5%	
Midterm (next highest score)	12.5%	
Final Exam		30%
Total		100%

Professionalism



first marketing internship



Q3 SOCIAL MEDIA CAMPAIGN

To do

- Extended media campaign
- Social media campaign
- Social media campaign
- Prevent accidental media

Done

- Create social media campaign
- Efforts on marketing and growth

Welcome Aboard!

A wooden podium in the foreground features a plaque with a motivational quote. In the background, a student is seated at a desk, focused on writing in a notebook. The scene is set in a bright, airy room with large windows.

“YOU HAVE TO
PRACTICE LIKE
YOU’RE GOING
TO PLAY.”

being prepared

engaging

being present

reliable

showing up

professionalism

respectful

delivering on expectations

kind

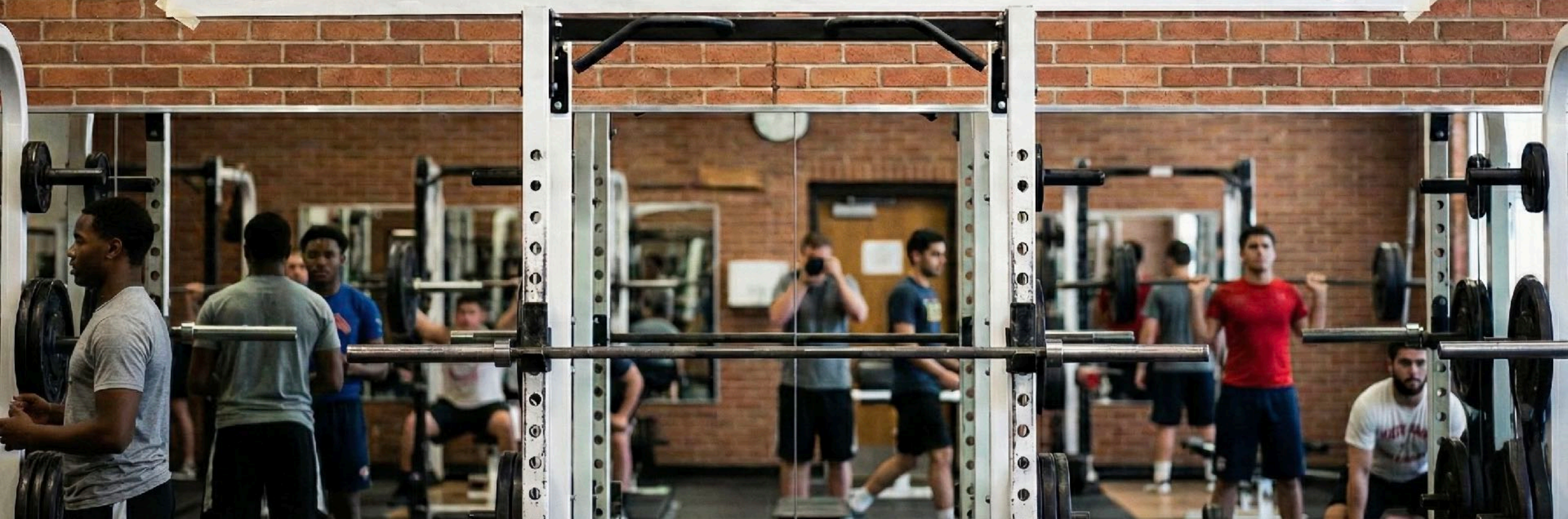
taking ownership



Professionalism: Presence



**IF YOU'RE NOT HERE,
YOU MISS THE REPS**



Professionalism: Engagement

- arriving on time and staying for the full class period
- coming prepared (having completed the assigned work)
- participating appropriately (asking/answering, contributing to group work)
- limiting distractions (phones away; laptops used for class-related work only)
- treating classmates, TAs, guest speakers, and the instructor with respect
- engaging in class discussions
- avoiding side conversations

Personal Interactions—Kindness

Please be courteous, respectful, kind, and helpful to your peers in class and to the TAs. Ask questions if you need help and be willing to offer help to others when needed. You may review your graded assignments and exams with my remarkable TAs during their office hours—within two weeks of the exam or graded assignment.

Professionalism: Awareness

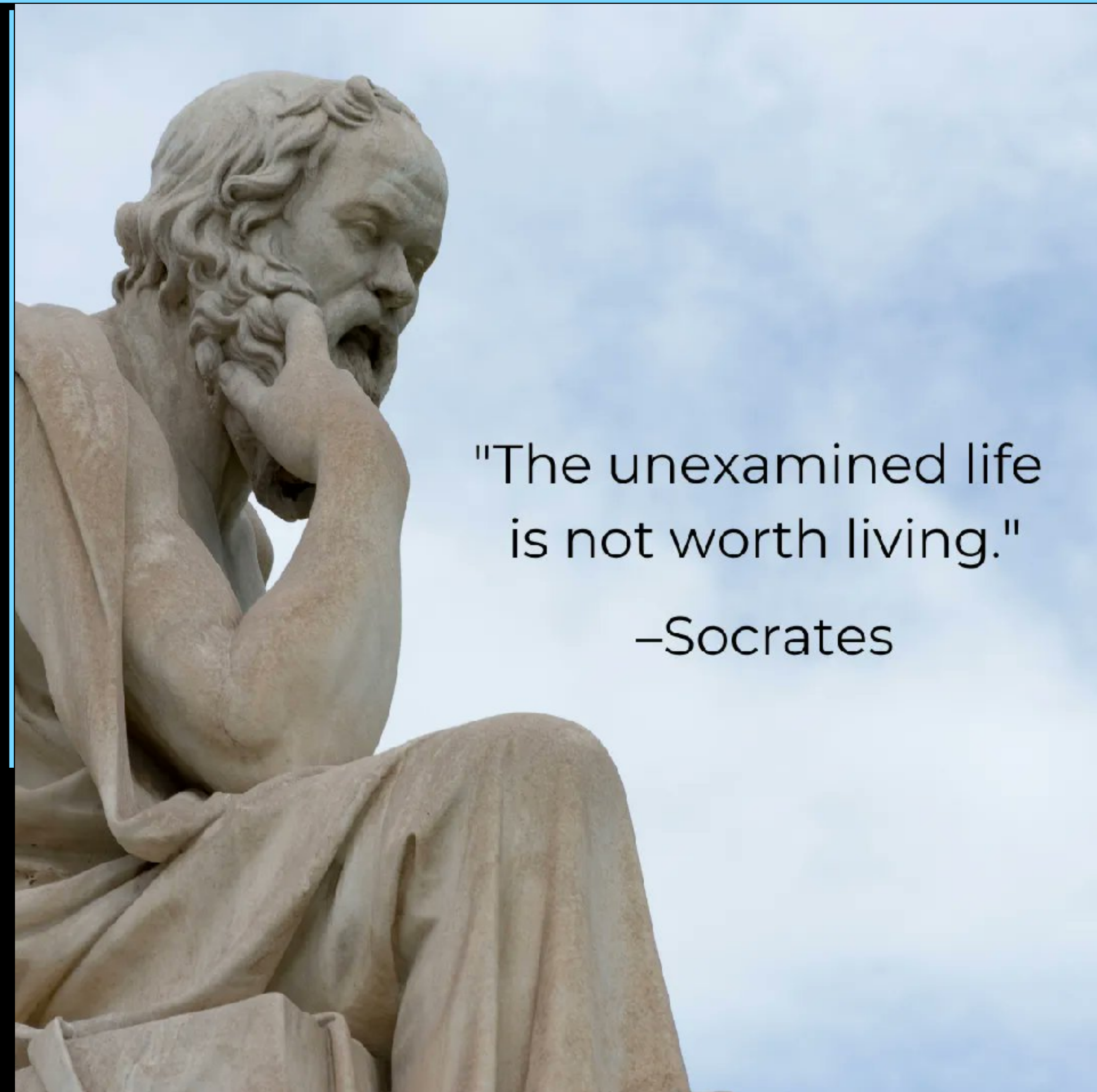
Professionalism includes being resourceful and prepared. Before emailing the TAs or the instructor, check the syllabus, the class schedule, the assignment instructions, posted slides, and Canvas announcements—your question may already have been answered. If you still have questions about the course, please contact the TAs first at mktg201.ta@byu.edu. If you have personal concerns, please reach out to the instructor directly.

Professionalism: Accountability

In this course, accountability looks like being prepared for class, participating thoughtfully, meeting deadlines, and delivering your best work. The goal isn't perfection, it's ownership. When life happens, take ownership—use your PTO when needed, make a plan, catch up, and communicate if needed.

Assessment and Grades

		Percentage
Professionalism		10%
Professionalism Self-Assessment (submitted during finals week)	1%	
Professional Presence and Engagement	9%	
Weekly Readings Review Quizzes Your lowest two quiz scores are dropped.		10%
Assignments		25%
Stukent SIM: Buhi Bags Marketing Simternship	15%	
Do Marketing Homework Assignments	10%	
Three Midterms Of the three midterms, your lowest score is dropped; the other two count (2 x 12.5% each = 25%).		25%
Midterm (highest score)	12.5%	
Midterm (next highest score)	12.5%	
Final Exam		30%
Total		100%



"The unexamined life
is not worth living."

–Socrates



OUT OF OFFICE:
PTO

3 Paid Time Off (PTO) Days

- Use a PTO day for an absence when you need to—no explanation (doctor's note, etc.) is required. PTO is a scarce resource, just like PTO days at your job will be. Bank them and use them wisely, plan carefully, and save them for when you truly need them.
- PTO days protect your Professionalism grade for that day. Missing fewer than 3 classes will use PTO days and will not count against your grade.
- You are still responsible for what you miss (announcements, content, and any deadlines).
- After your 3 PTO days are used, additional absences will reduce your Professionalism score by 1 point (out of the 10 points in the Professionalism category total).
- Presence is measured by participating in in-class engagement activities and polls.

Weekly Readings Review Quizzes

		Percentage
Professionalism		10%
Professionalism Self-Assessment (submitted during finals week)	1%	
Professional Presence and Engagement	9%	
Weekly Readings Review Quizzes Your lowest two quiz scores are dropped.		10%
Assignments		25%
Stukent SIM: Buhi Bags Marketing Simternship	15%	
Do Marketing Homework Assignments	10%	
Three Midterms Of the three midterms, your lowest score is dropped; the other two count (2 x 12.5% each = 25%).		25%
Midterm (highest score)	12.5%	
Midterm (next highest score)	12.5%	
Final Exam		30%
Total		100%

- Weekly low stakes readings quizzes
ALWAYS open on Monday at 12:01am
Close Tuesday at 12pm (NOON)—36 hours
- 8 Multiple Choice questions
Anticipatory: cover the readings we are going to talk about in coming classes
Only on READINGS: keep your pace up
- OPEN BOOK
- No LLMs or AI aid on quizzes, on your honor
- Closed all other sources, on your honor
- 15 minutes
- 10 quizzes across the semester
- Quiz 1 is practice (it is graded but worth 0)
- Drop 2 lowest scores
- **No makeup quizzes**

Weekly quizzes are available on Canvas under Quizzes

Assignments

		Percentage
Professionalism		10%
Professionalism Self-Assessment (submitted during finals week)	1%	
Professional Presence and Engagement	9%	
Weekly Readings Review Quizzes Your lowest two quiz scores are dropped.		10%
Assignments		25%
Stukent SIM: Buhi Bags Marketing Simternship	15%	
Do Marketing Homework Assignments	10%	
Three Midterms Of the three midterms, your lowest score is dropped; the other two count (2 x 12.5% each = 25%).		25%
Midterm (highest score)	12.5%	
Midterm (next highest score)	12.5%	
Final Exam		30%
Total		100%

Do Marketing

- 3 application homework assignments
- Turn in at [Myeducator.com](https://myeducator.com)
- Late assignments— Not accepted
- Stukent Marketing SIM: BUHI Bags
- A strategic marketing business simulation



Late assignments—NOT accepted

Assessment and Grades

		Percentage
Professionalism		10%
Professionalism Self-Assessment (submitted during finals week)	1%	
Professional Presence and Engagement	9%	
Weekly Readings Review Quizzes Your lowest two quiz scores are dropped.		10%
Assignments		25%
Stukent SIM: Buhi Bags Marketing Simternship	15%	
Do Marketing Homework Assignments	10%	
Three Midterms Of the three midterms, your lowest score is dropped; the other two count (2 x 12.5% each = 25%).		25%
Midterm (highest score)	12.5%	
Midterm (next highest score)	12.5%	
Final Exam		30%
Total		100%

- Three midterms
- 33 multiple choice questions
- Testing Center
- Drop lowest midterm
- Two midterms count 12.5% each

Please do not discuss the exam with other students during exam days.

Final Exam

		Percentage
Professionalism		10%
Professionalism Self-Assessment (submitted during finals week)	1%	
Professional Presence and Engagement	9%	
Weekly Readings Review Quizzes Your lowest two quiz scores are dropped.		10%
Assignments		25%
Stukent SIM: Buhi Bags Marketing Simternship	15%	
Do Marketing Homework Assignments	10%	
Three Midterms Of the three midterms, your lowest score is dropped; the other two count (2 x 12.5% each = 25%).		25%
Midterm (highest score)	12.5%	
Midterm (next highest score)	12.5%	
Final Exam		30%
Total		100%

- Comprehensive
- 100 multiple choice questions
- Testing Center
- Final exam week

Please do not discuss the exam with other students during exam days.

Assessment and Grades

		Percentage
Professionalism		10%
Professionalism Self-Assessment (submitted during finals week)	1%	
Professional Presence and Engagement	9%	
Weekly Readings Review Quizzes Your lowest two quiz scores are dropped.		10%
Assignments		25%
Stukent SIM: Buhi Bags Marketing Simternship	15%	
Do Marketing Homework Assignments	10%	
Three Midterms Of the three midterms, your lowest score is dropped; the other two count (2 x 12.5% each = 25%).		25%
Midterm (highest score)	12.5%	
Midterm (next highest score)	12.5%	
Final Exam		30%
Total		100%

Extra Credit

1 Research Study Participant Behavioral Lab—SONA

or

2 Research Article Report

- Each study/report = 1 point
- You may earn max 4 points
- 1 point = 0.25% extra credit
- 4 points = 1% extra credit

Extra Credit

There are two ways to earn extra credit for MKTG 201:

1. Participate as a subject in the Behavioral Lab—SONA
2. Write an article review

- Select an article from the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, or *Journal of the Academy of Marketing Science*
- Write a five-page (double space) review of the article. Describe the research question, the methodology, the findings, and the implications for marketing managers

1 point for each lab session or article review
You may earn a maximum 4 points
4 points = 1 percent grade increase

Grade Scale

A 93-100

A- 90-92

B+ 88-89

B 84-87

Target GPA = 3.2

B- 80-83

C+ 77-79

C 73-76

C- 68-72

D+ 65-67

D 60-64

D- 55-59

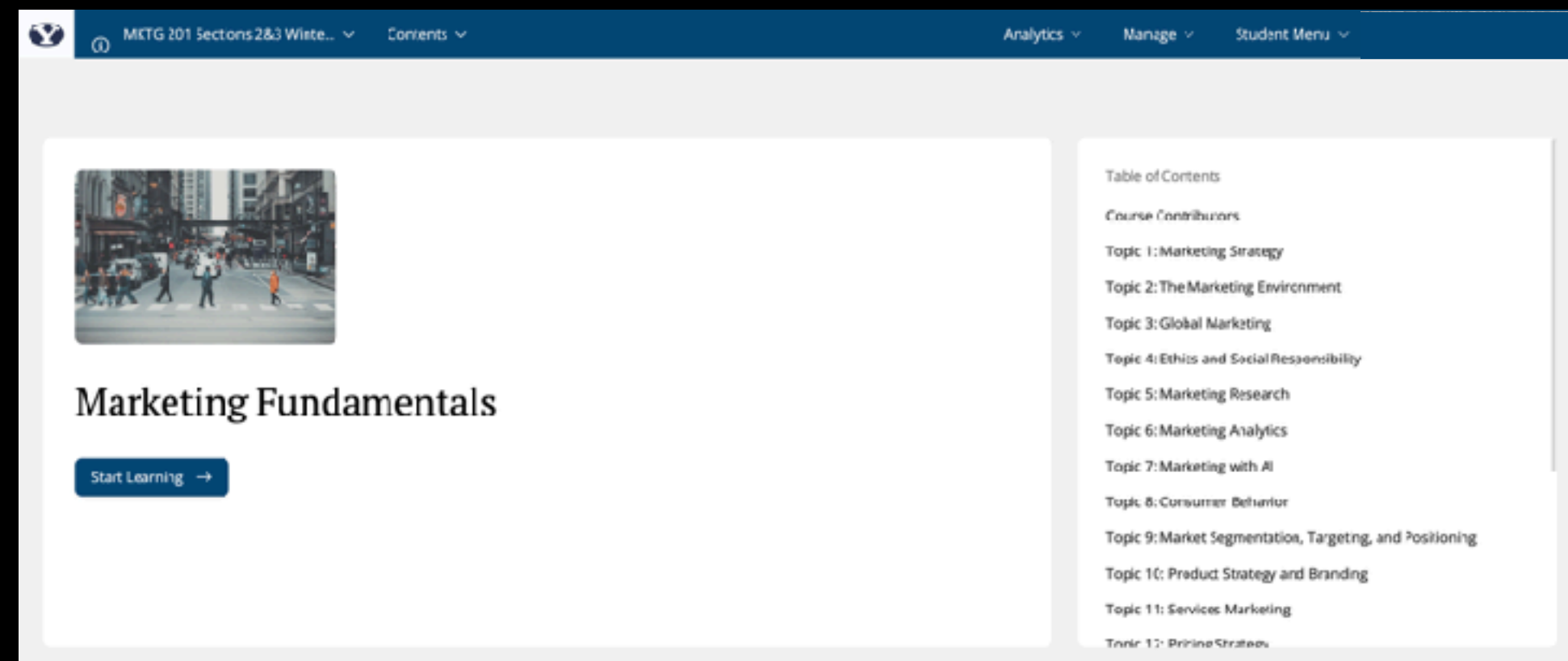
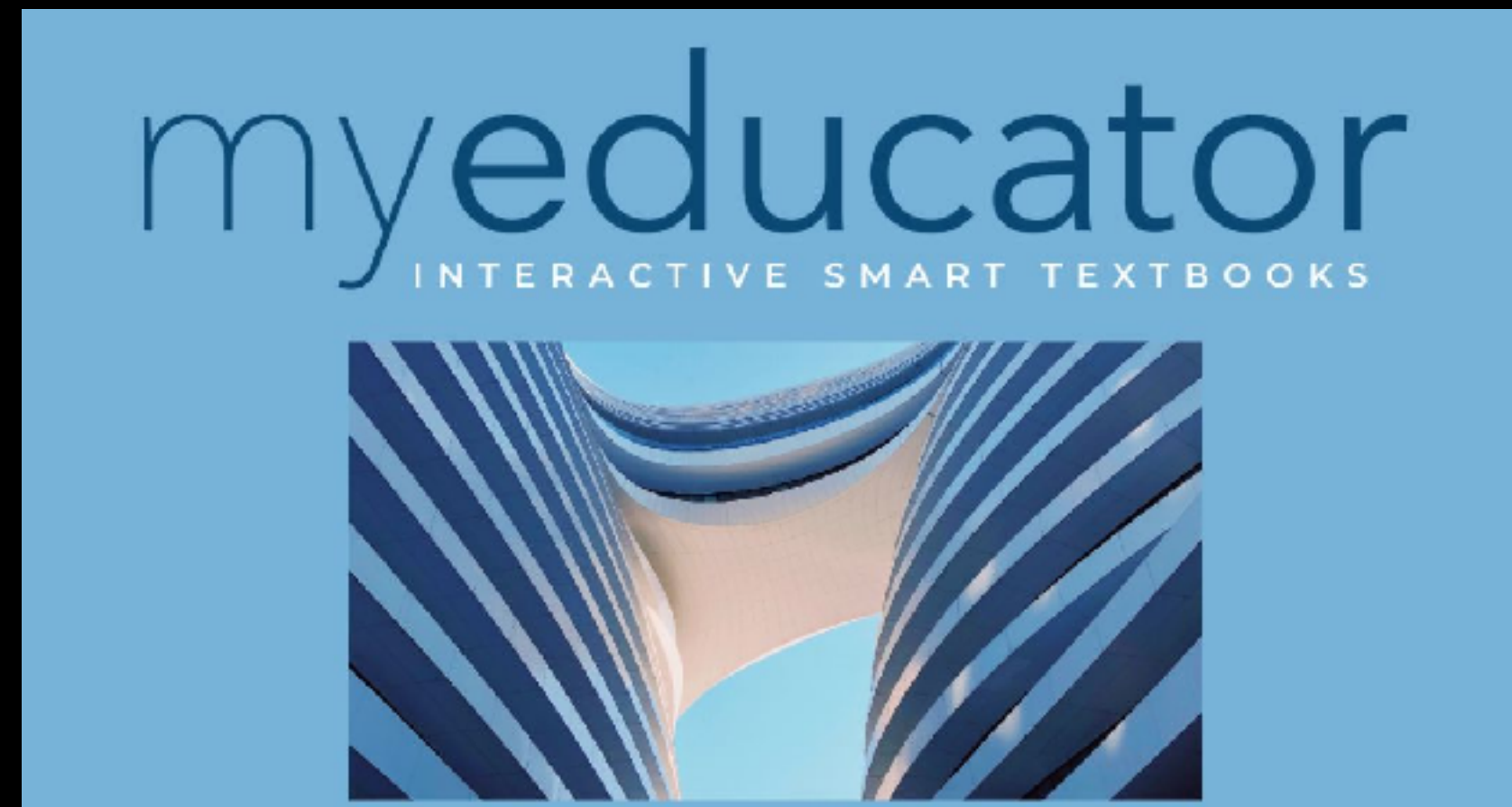
I do not round up grades.

87.999999 = B

How to succeed in MKTG 201

- Practice professionalism and be professional in all the ways that means.
- Read and study the assigned chapter before class.
- Take all the Weekly Readings Review Quizzes to keep up with the materials.
- Be attentive and take good notes in class.
- Understand principles and applications.
- Review the class slides on Canvas.
- Be thorough and careful when completing assignments.
- Turn in assignments on time.
- Be kind.

Required Course Materials



STUKENT



AFFORDABILITY

Significant Cost Savings
(30-80% Off)



IMMEDIATE READINESS

Start on Day 1,
No Delays

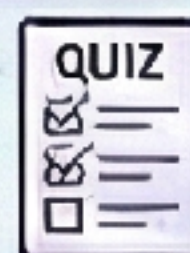


INCLUSIVE ACCESS / DAY 1 ACCESS



HASSLE-FREE DROPS & REFUNDS

No physical returns, no refunds
needed if drop class.



NO UPFRONT PAYMENTS & FINANCIAL AID INTEGRATION

Use financial aid directly; no out-of-pocket
before add/drop deadline.

Ground Rules

Ground Rules

Academic Honesty

The first injunction of the BYU Honor Code is the call to “be honest.”

Students come to the university not only to improve their minds, gain knowledge, and develop skills that will assist them in their life’s work, but also to build character. President David O. McKay taught that “character is the highest aim of education.” It is the purpose of the BYU Academic Honesty Policy to assist in fulfilling that aim. BYU students should seek to be totally honest in their dealings with others. They should complete their own work and be evaluated based upon that work. They should avoid academic dishonesty and misconduct in all its forms, including but not limited to plagiarism, fabrication or falsification, cheating, and other academic misconduct.

Ground Rules

Inappropriate Use Of Course Materials

All course materials (e.g., outlines, handouts, syllabi, exams, quizzes, PowerPoint presentations, lectures, audio and video recordings, etc.) are proprietary. Students are prohibited from posting or selling any such course materials without the express written permission of the professor teaching this course. To do so is a violation of the Brigham Young University Honor Code.

Please do not post my course materials online.

Ground Rules

Preventing Sexual Harassment

Title IX of the Education Amendments of 1972 prohibits sex discrimination against any participant in an educational program or activity that receives federal funds. The act is intended to eliminate sex discrimination in education. Title IX covers discrimination in programs, admissions, activities, and student-to-student sexual harassment. BYU's policy against sexual harassment extends not only to employees of the university, but to students as well. If you encounter unlawful sexual harassment or gender based discrimination, please talk to your professor; contact the Equal Employment Office at 422-5895 or 367-5689 (24-hours); or contact the Honor Code Office at 422-2847.

Ground Rules

Students with Disabilities

Brigham Young University is committed to providing a working and learning atmosphere, which reasonably accommodates qualified persons with disabilities. If you have any disability that may impair your ability to complete this course successfully, please contact the Services for Students with Disabilities Office (522-2767). Reasonable academic accommodations are reviewed for all students who have qualified, documented disabilities. Services are coordinated with the student and instructor by the SSD Office. If you need assistance or if you feel you have been unlawfully discriminated against on the basis of disability, you may seek resolution through established grievance policy and procedures. You should contact the Equal Employment Office at 422-5895, D-285 ASB.

Ground Rules

Policy on the Use of Technology in the Classroom

Technology is an essential part of today's learning environment. However, technology, when used inappropriately, can also hinder learning. Most Marriott School students have, at some point, sat next to students who use their laptops in class to check e-mail, talk to friends, instant message, search the Internet, or play on-line games. Unfortunately, every person sitting around such students is distracted by this behavior and classroom learning decreases. As a result of these distractions, the Marriott School has implemented the following policy effective Fall semester, 2006: Using laptops in class to legitimately take notes or work on class projects is allowed, but all other use of laptops in class is prohibited. Please respect your fellow students and professors and abide by this Marriott School policy.

Ground Rules

Marriott School Cell Phone Policy

Students are not allowed to use cell phones in classes in the Marriott School. Please silence your phone as you enter the classroom. You will need to use your smart phone for Poll Everywhere classroom engagement.



- \$15.99 dozen
- Sales tax = 7.25%
- 300 students
- 25 dozen

\$424.75

Marriott School Unwritten Rule--If your cell phone rings in class, you bring doughnuts for the class the next class day.

Ground Rules

Inclusion

At Brigham Young University's Marriott School of Business, we embrace the university's mission to "assist individuals in their quest for perfection and eternal life." We strive to foster an environment that is respectful of all backgrounds, perspectives, and voices, that "all may be edified of all" (D&C 88:122). By extending a spirit of consideration, fellowship, and charity to everyone, we enable the discovery of common values and unique insights as we each pursue our worthy secular and spiritual goals.

Everyone is welcome. Everyone is included.



▪ VISION ▪

**We aspire to
transform the
world through
Christlike
leadership.**



▪ MISSION ▪

**We develop
leaders
of faith,
intellect, and
character.**





Ground Rules

VALUES

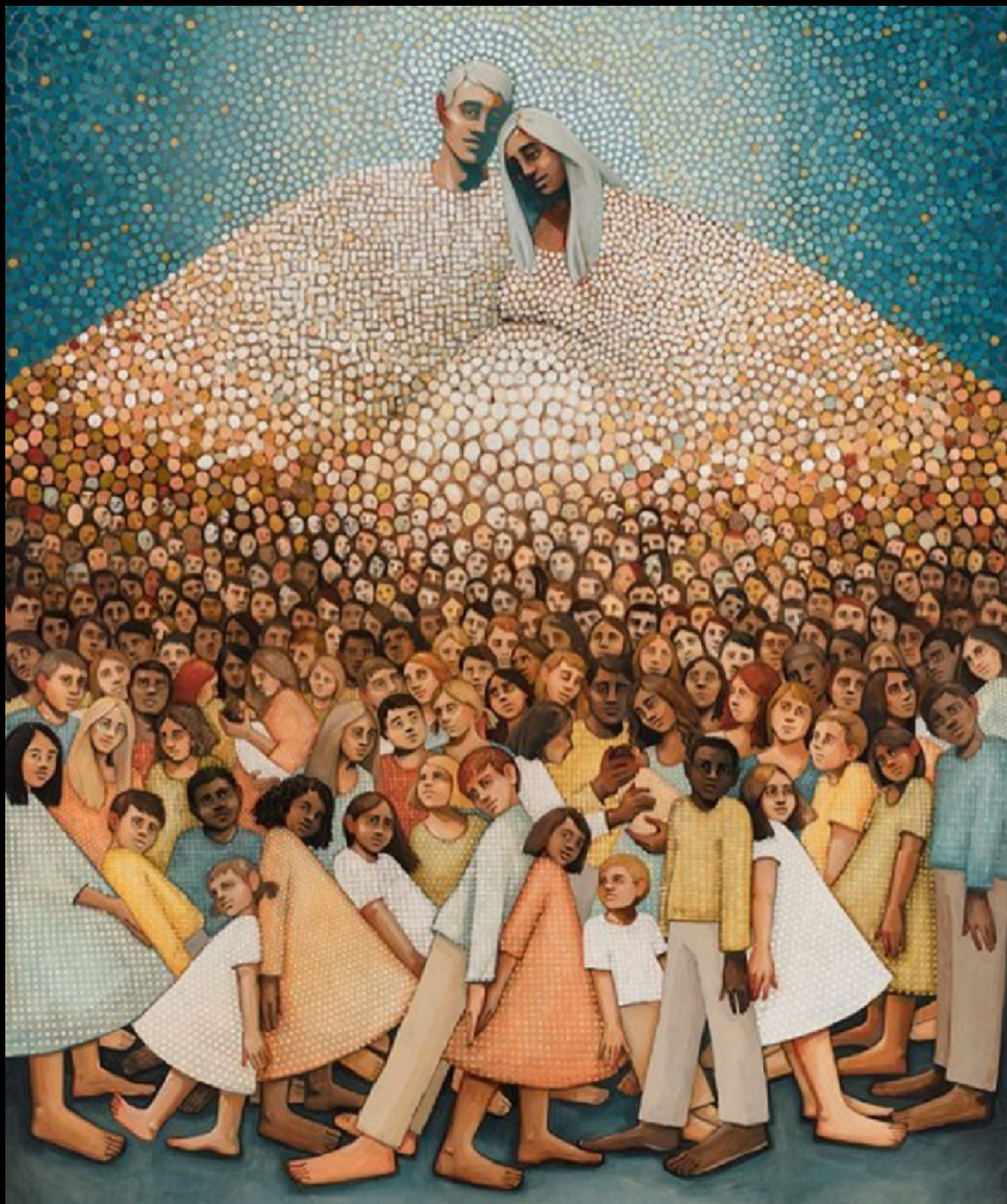
RESPECT FOR ALL

We value respect for all individuals as children of God and recognize the inherent worth, divine potential, and agency of each person. A climate of respect and belonging enhances our learning, facilitates collaboration, and encourages personal growth.

BYU MARRIOTT
SCHOOL OF BUSINESS

Everyone is welcome. Everyone is included.

BYU MARRIOTT
SCHOOL OF BUSINESS



Caitlin Connolly

Romans 8:16-17

New Testament

16 The Spirit itself beareth witness with our spirit, that we are the children of God:

17 And if children, then heirs; heirs of God, and joint-heirs with Christ; if so be that we suffer with him, that we may be also glorified together.

Everyone is welcome. Everyone is included.

“There is much to be done. For our ministry is a ministry for **ALL** the children of God on the face of the Earth.

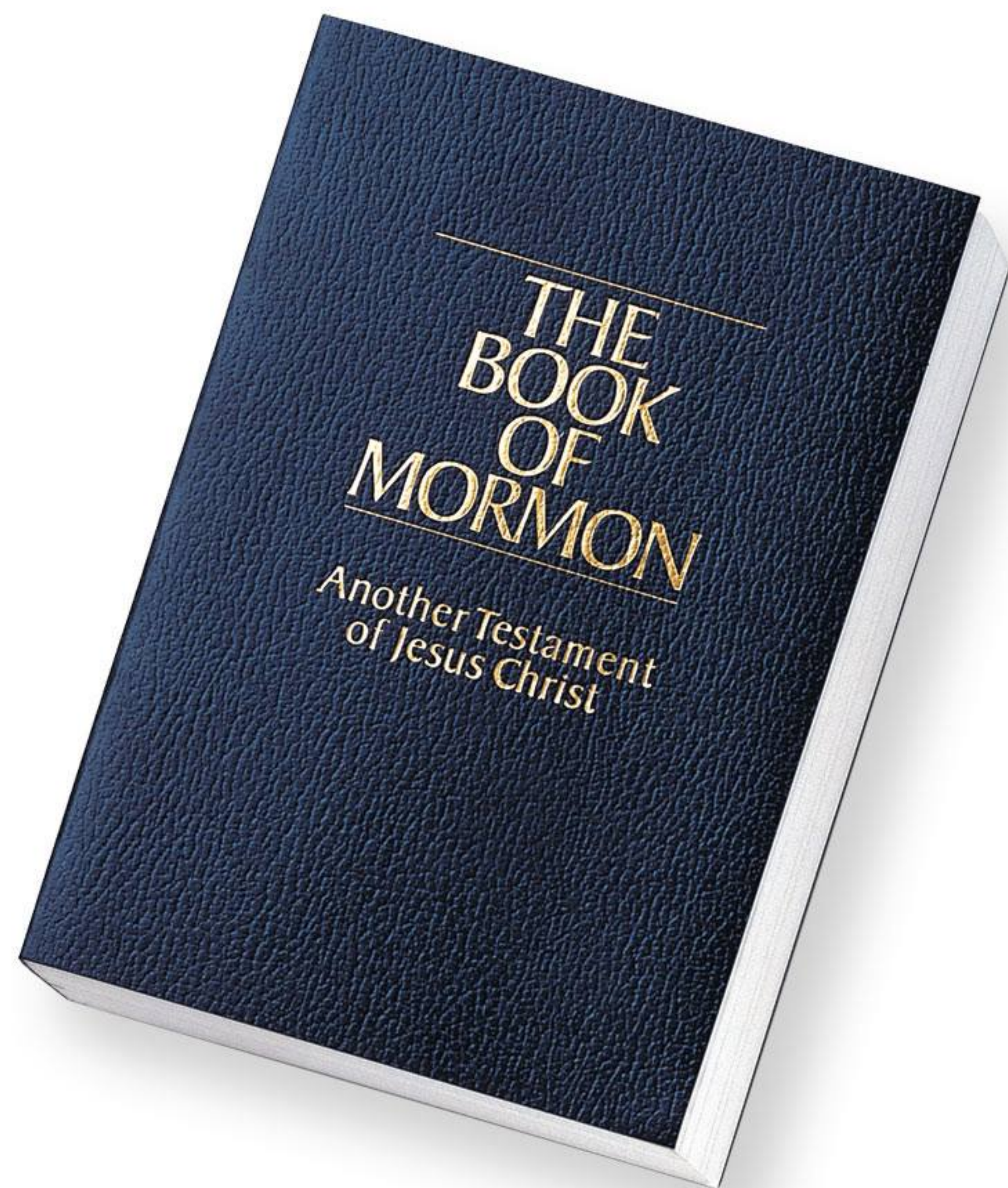
We pray for **ALL**.

We seek to serve **ALL**.

And we invoke the blessings of the Lord, Jesus Christ upon **ALL** who seek to serve Him to do so in worthiness and commitment and optimism.”



President Oaks Remarks
First Presidency Announcement, Oct 13, 2025



THE
BOOK
OF
MORMON

Another Testament
of Jesus Christ

all these things; yea, the founder of murder, and ^cworks of darkness; yea, and he leadeth them by the neck with a flaxen cord, until he bindeth them with his strong cords forever.

23 For behold, my beloved brethren, I say unto you that the Lord God worketh not in ^adarkness.

24 He doeth not ^aanything save it be for the benefit of the world; for he ^bloveth the world, even that he layeth down his own life that he may draw ^aall men unto him. Wherefore, he commandeth none that they shall not partake of his salvation.

25 Behold, doth he cry unto any, saying: Depart from me? Behold, I say unto you, Nay; but he saith: ^aCome unto me all ye ^bends of the earth, ^cbuy milk and honey, without money and without price.

26 Behold, hath he commanded any that they should ^adepart out of the synagogues, or out of the houses of worship? Behold, I say unto you, Nay.

27 Hath he commanded any that they should not partake of his ^asalvation? Behold I say unto you, Nay; but he hath ^bgiven it free for all men; and he hath commanded his people that they should persuade all men to ^crepentance.

28 Behold, hath the Lord commanded any that they should not partake of his goodness? Behold I say unto you, Nay; but ^aall men are privileged the one ^blike unto the other, and none are forbidden.

29 He commandeth that there shall be no ^apriestcrafts; for, behold, priestcrafts are that men preach and set ^bthemselves up for a light unto the world, that they may get ^cgain and ^dpraise of the world; but they seek not the ^ewelfare of Zion.

30 Behold, the Lord hath forbidden this thing; wherefore, the Lord God hath given a commandment that all men should have ^acharity, which ^bcharity is ^clove. And except they should have charity they were nothing. Wherefore, if they should have charity they would not suffer the laborer in Zion to perish.

31 But the ^alaborer in ^bZion shall labor for Zion; for if they labor for ^cmoney they shall perish.

32 And again, the Lord God hath ^acommanded that men should not murder; that they should not lie; that they should not ^bsteal; that they should not take the name of the Lord their God in ^cvain; that they should not ^denvy; that they should not have ^emalice; that they should not contend one with another; that they should not commit ^fwhoredoms; and that they should do none of these things; for whoso doeth them shall perish.

33 For none of these iniquities come of the Lord; for he doeth that which is good among the children of men; and he doeth nothing save it be plain unto the children of men; and he ^ainviteth them ^ball to ^ccome unto him and partake of his goodness; and he ^ddenieth none that come

22c Lev. 19:26.

23a Isa. 48:16 (16-18).

24a 2 Ne. 2:27;

Jacob 5:41;

Alma 26:37.

b John 3:16.

c John 12:32;

2 Ne. 9:5.

25a 1 Ne. 1:14;

Alma 5:34 (33-36);

3 Ne. 9:14 (13-14).

b Mark 16:15-16.

c Isa. 55:1.

26a Mark 9:39 (38-40).

27a TG Salvation.

b Eph. 2:8.

c TG Repent.

28a Rom. 2:11;

Alma 13:5.

b 1 Ne. 17:35 (33-35).

29a Acts 8:9;

Alma 1:12;

3 Ne. 16:10.

TG Priestcraft.

b TG Unrighteous

Dominion.

c Ezek. 22:27.

d D&C 58:39;

121:35 (34-37).

e Ezek. 34:3.

30a TG Charity.

b Moro. 7:47 (47-48).

c TG God, Love of;

Love.

31a TG Industry.

b TG Zion.

c Jacob 2:18 (17-19);

D&C 11:7; 38:39.

32a TG Commandments of

God; Law of Moses.

b TG Stealing.

c TG Profanity.

d TG Envy.

e TG Malice.

f TG Chastity;

Whore.

33a Jude 1:3.

b Alma 19:36.

c TG God, Access to.

d Acts 10:28 (9-35, 44).

TG Justice.

unto him, black and white, ^abond and free, male and female; and he remembereth the ^bheathen; and all are alike unto God, both Jew and Gentile.

CHAPTER 27

Darkness and apostasy will cover the earth in the last days—The Book of Mormon will come forth—Three witnesses will testify of the book—The learned man will say he cannot read the sealed book—The Lord will do a marvelous work and a wonder—Compare Isaiah 29. About 559-545 B.C.

BUT, behold, in the ^alast days, or in the days of the Gentiles—yea, behold all the nations of the Gentiles and also the Jews, both those who shall come upon this land and those who shall be upon other lands, yea, even upon all the lands of the earth, behold, they will be ^bdrunken with iniquity and all manner of abominations—

2 And when that day shall come they shall be ^avisited of the Lord of Hosts, with thunder and with earthquake, and with a great noise, and with storm, and with tempest, and with the ^bflame of devouring fire.

3 And all the ^anations that ^bfight against Zion, and that distress her, shall be as a dream of a night vision; yea, it shall be unto them, even as unto a hungry man which dreameth, and behold he eateth but he awaketh and his soul is empty; or like unto a thirsty man which dreameth, and behold he drinketh but he awaketh and behold he is faint, and his soul

hath appetite; yea, even so shall the multitude of all the nations be that fight against Mount Zion.

4 For behold, all ye that doeth iniquity, stay yourselves and wonder, for ye shall cry out, and cry; yea, ye shall be ^adrunken but not with wine, ye shall stagger but not with strong drink.

5 For behold, the Lord hath poured out upon you the spirit of deep sleep. For behold, ye have closed your ^aeyes, and ye have ^brejected the prophets; and your rulers, and the seers hath he covered because of your iniquity.

6 And it shall come to pass that the Lord God shall bring forth unto ^ayou the words of a ^bbook, and they shall be the words of them which have slumbered.

7 And behold the book shall be ^asealed; and in the book shall be a ^brevelation from God, from the beginning of the world to the ^cending thereof.

8 Wherefore, because of the things which are ^asealed up, the things which are sealed shall not be delivered in the day of the wickedness and abominations of the people. Wherefore the book shall be kept from them.

9 But the book shall be delivered unto a man, and he shall deliver the words of the book, which are the words of those who have slumbered in the dust, and he shall deliver these words unto ^aanother;

10 But the words which are ^asealed he shall not deliver, neither shall he deliver the book. For the book shall

33e Rom. 2:11;

1 Ne. 17:35 (35-40).

f Jonah 4:11 (10-11);

2 Ne. 29:12;

Alma 26:37 (27, 37).

TG Heathen.

27 1a TG Last Days.

b Isa. 29:9.

TG Abomination;

Iniquity; Wickedness.

2a Isa. 29:6 (6-10);

Morm. 8:29.

b Isa. 24:6; 66:16;

Jacob 6:3; 3 Ne. 25:1.

3a Isa. 29:7 (7-8).

b 1 Ne. 22:14.

TG Protection, Divine.

4a Rev. 17:6 (1-6);

2 Ne. 8:21.

5a TG Spiritual Blindness.

b 2 Chr. 24:19;

Jer. 26:5; 37:15;

Zech. 1:4 (2-5).

6a Jarom 1:2;

Morm. 5:12 (12-13).

b 2 Ne. 26:17 (16-17);

29:12.

TG Book of Mormon.

7a Isa. 29:11 (11-12);

Ether 3:27.

TG Seal.

b Mosiah 8:19;

Ether 3:25 (20-28); 4:4.

c Ether 1:2-4; 13:1-13.

8a 3 Ne. 26:9 (7-12, 18);

Ether 4:5; 5:1;

D&C 17:6.

9a JS—H 1:64.

10a Dan. 12:9;

1 Ne. 14:26;

D&C 35:18;

JS—H 1:65.

He layeth down his own life that he may draw **ALL** men unto him. (2 Nephi 26:24)

Nay, **ALL** men are privileged one like unto the other (2 Nephi 26:28)

He inviteth them **ALL** to come unto him and partake of his goodness (2 Nephi 26:33)

He denieth none that come unto him...and **ALL** are alike unto God (2 Nephi 26:33)

The Lord esteemeth **ALL** flesh in one (1 Nephi 17:35)

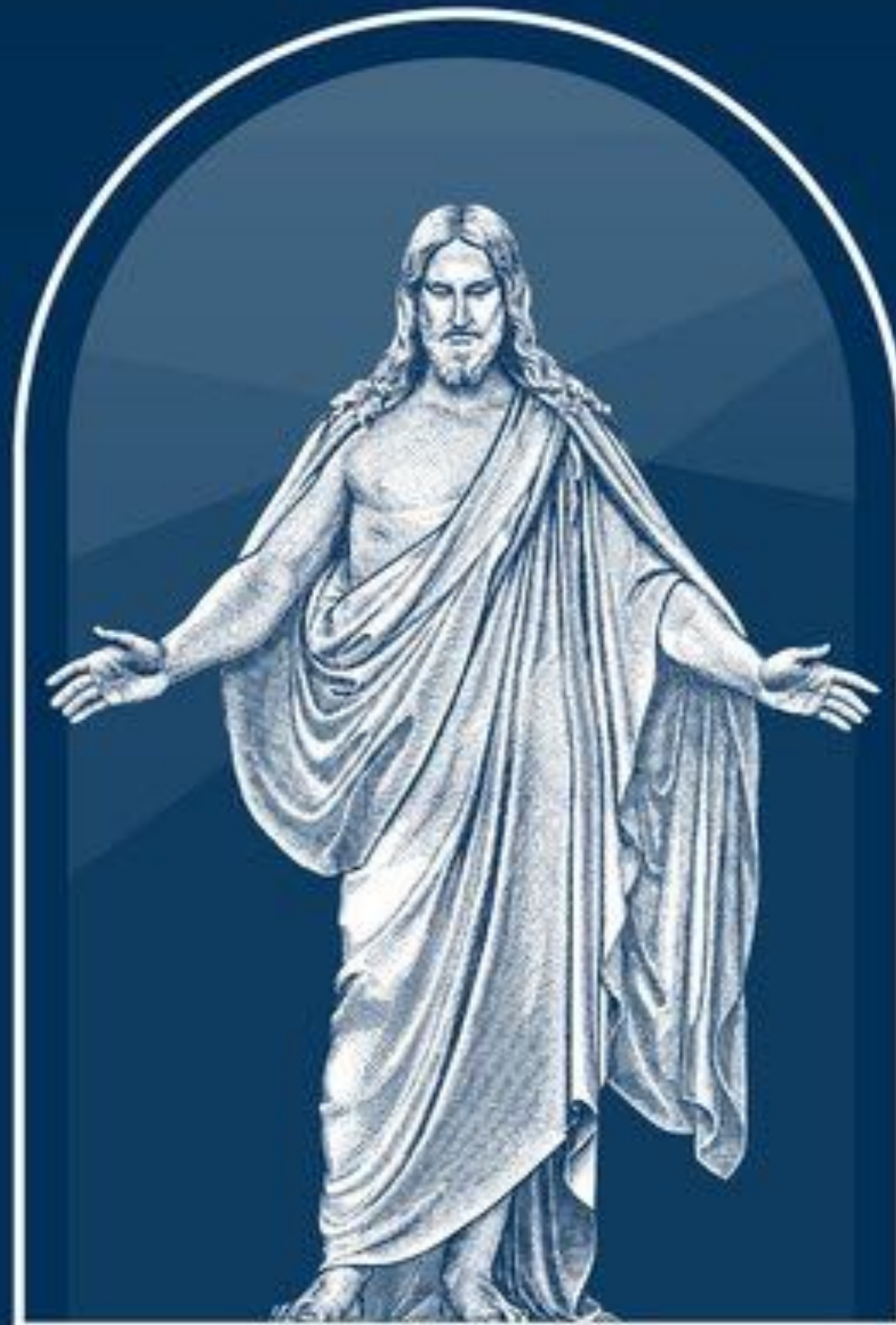
the Lord will be merciful unto **ALL** who call on his name (Alma 9:17)

God is mindful of **ALL** people, whatsoever land they may be in (Alma 26:36)

Heaven is open to **ALL**...who believe on the name of Jesus Christ (Helaman 3:38)

The Savior said that He was sent, “that I might draw **ALL** men unto me.” (3 Nephi 27:15)





THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS



Best wishes for an
enjoyable and
successful semester
Fall 2026!

