

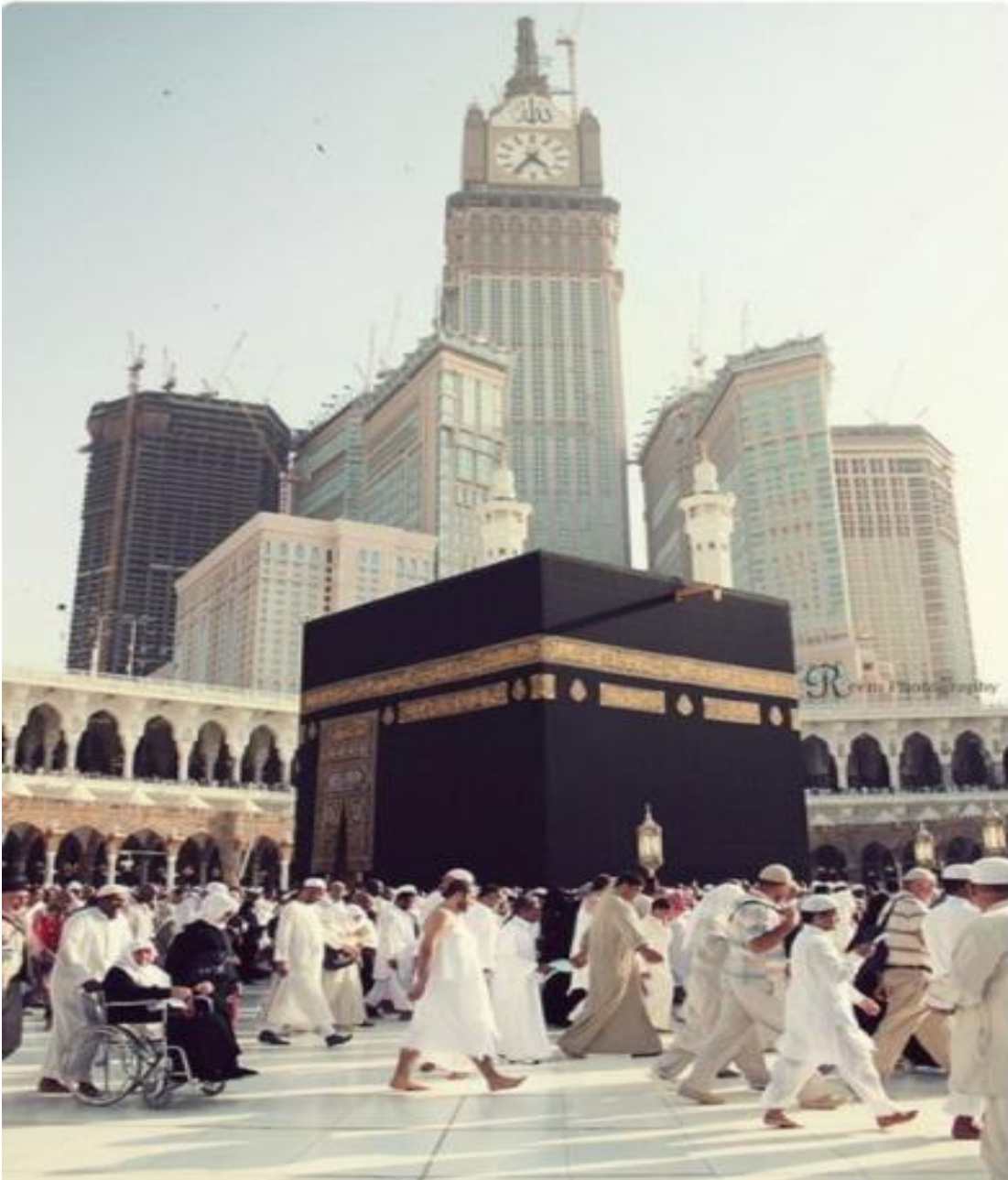


**Libyan International Medical University  
Faculty of Business Administration**



**Contemporary Issues in Marketing  
Topic:  
ISLAMIC MARKETING**

**Presentation By : Suzan El- Yakoubi  
Course Instructor : Dr. Sabri Elkrghli  
July / 2021**



# Table of Contents

**01 Introduction**

**02 History Of Islamic Marketing**

**03 Islamic Law**

**04 Islamic Branding**

**05 Islamic Finance**

**06 Commercializing Islam**

**07 Halal Market**

**08 Conclusion**

**09 Reflection**





# 01 Introduction

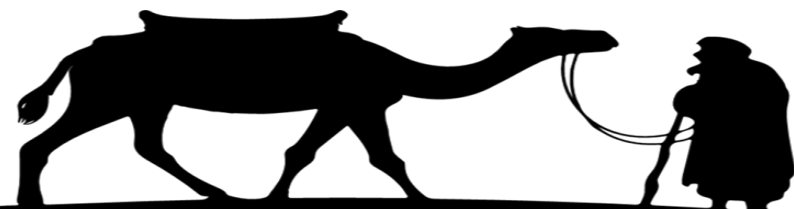
# INTRODUCTION

The correlation between Islam, utilization of intake, and marketing practices has been growing in the past years.

The growing visibility of Muslims as clients is closely related to their buying power. This power is articulated mainly in the emergence of the Muslim middle class. **(Alserhan, B. A. (2015)).**

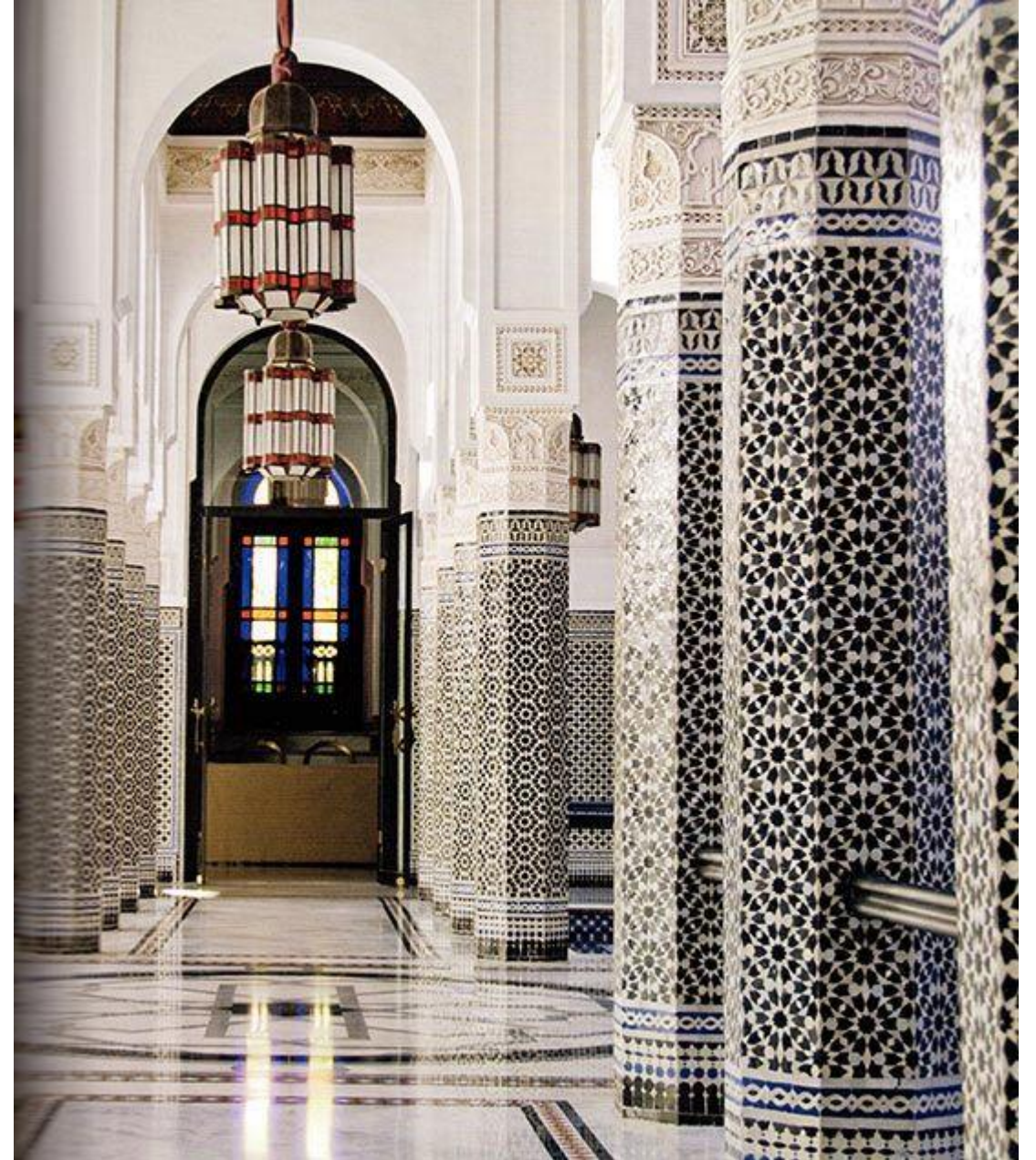
Islam, being a practical religion with perspicuous daily strategies to follow, shapes the attitudes and behaviors of its followers, the Muslim consumers, who constitute greater than a 1/5<sup>th</sup> of the worlds population.

Islamic marketing is the study of marketing phenomena in relation to Islamic principles and practices in Muslim societies. (In other words fulfilling needs through halal products and services with the mutual consent of both parties). **(Wilson, J. A. (2012)).**



**02**

# **History of Islamic Marketing**



# History of Islamic Marketing

- The fundamental sources of Islam and its legal guidelines are said in two books: first is the **Quran**, the holy book of Islam, and the second is Hadith, additionally called **Sunnah**.
  - The Hadith or Sunnah is a book that includes the perceptions and sayings of Prophet Muhammad PBUH.
  - The Hadith or Sunnah presents behavioral norms that each Muslim is meant to fulfill.  
*(Jafari, A. (2012)*
- 



**The Holy Quran**



**Hadith book or Sunnah**



# 03

# Islamic Law

# Islamic Law

- ‘Islamic law’ refers back to the numerous legal structures which have been and stayed to produce the goal of being in accord with the Islamic faith.
- ‘Islamic law’ refers to juristic interpretations (**fiqh**) of divine law (**sharī‘ah**); ‘Muslim legalities’ refers to both country law (in which Muslims are the majority or minority) or the legal practices of non-state Muslim communities. (*Tadajewski, M. (2010)*).





**04**

# **Islamic Branding**



# Islamic Branding

- Islamic branding, (*Jumani & Siddiqui (2012)*) had commenced a logo that has to satisfy all components of the manufacturers for the Muslim customers.
- Due to the fact the Muslim client consumes the items or offerings, which satisfy the Islamic legal guidelines and norms. Muslim customers need brands that communicate to them (*Power & Abdullah, 2009*)



**The misuse of religious icons or symbols has additionally been discovered to cause boycotts of foreign manufacturers or products**



# 05 Islamic Finance

# Islamic Finance

- Conventional finance consists of elements (interest, gambling, and uncertainty) that can be prohibited beneath **Shariah** regulation.
- Developments in Islamic finance have arisen to permit Muslims to put money into financial savings and lift finance in a manner that doesn't compromise their religious or moral beliefs.

*(Khan, M. A. 1983)*

- ***TYPES OF ISLAMIC FINANCE:***

- |                           |                            |
|---------------------------|----------------------------|
| <b><i>1. Murabaha</i></b> | <b><i>4. Mudarabah</i></b> |
| <b><i>2. Ijarah</i></b>   | <b><i>5. Musharaka</i></b> |
| <b><i>3. Istisnaa</i></b> | <b><i>6. Tawarooq</i></b>  |
- 



**06**

# **Commercializing Islam**



# Commercializing Islam

- The media targeted the 'Muslim terrorist' and 'oppressed ladies', the greater Muslims within the West grew to become commercialized, in an attempt to 'normalize' and show the faith and religion as fun-loving and trendy, making Islam a brand. *(Kotler, P. & Keller, K. (2009))*



## MODEST FASHION AND HIJAB

H&M launched its first ad offering a Muslim version in a hijab, House of Fraser started stocking 'sporty hijabs' designed for Muslim girls. *(Jan, M. T., & Wan, H. L. (2018))*



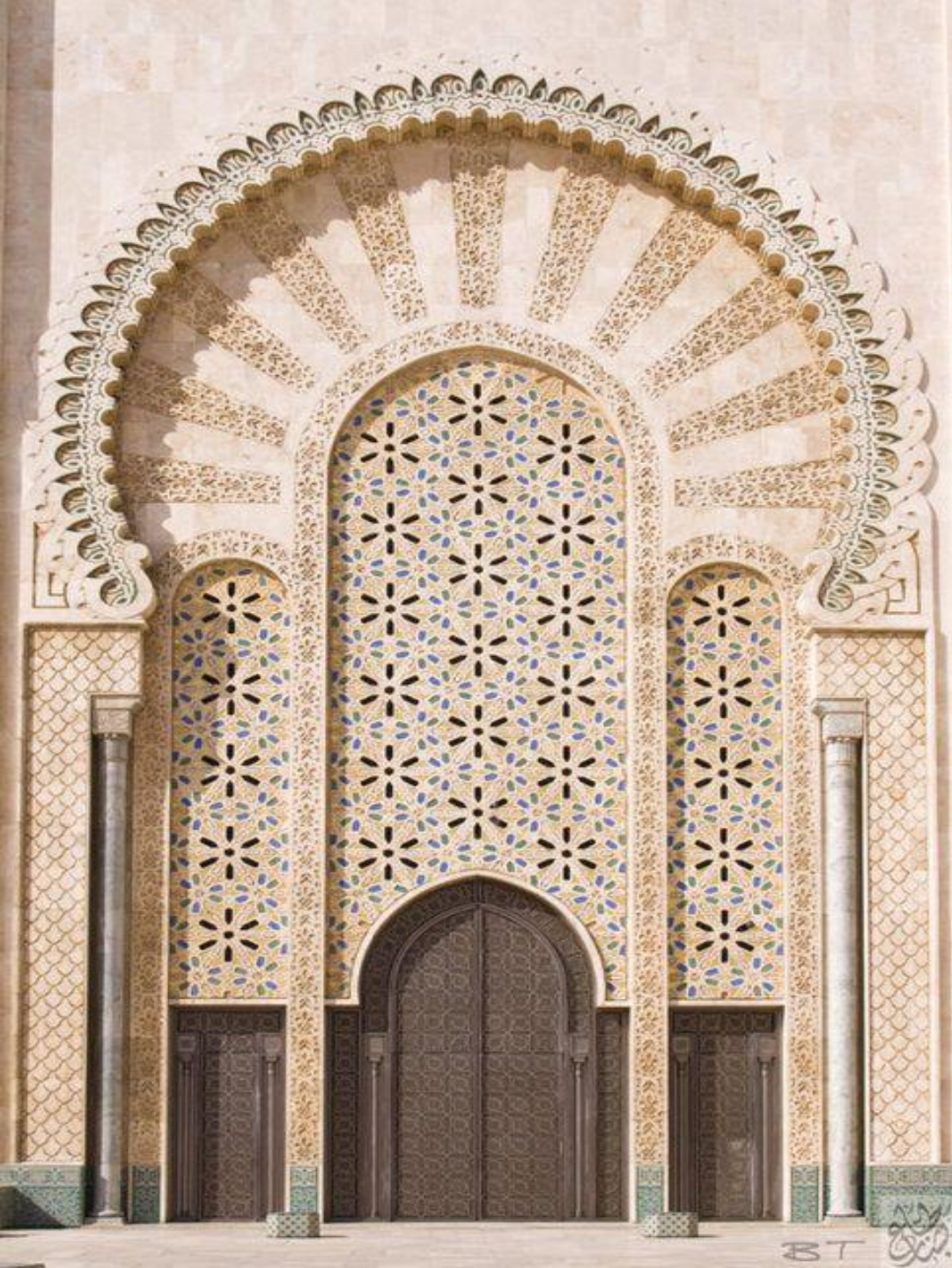
## **ISLAMIC MUSIC**

**There's an actual division inside the Muslim network which involves music. Nasheeds are deemed ideally with the aid of using most, as long as there isn't any use of history music.**



## **MUSLIM SOCIAL MEDIA FIGURES**

**Social media is the maximum effective and influential advertising device of the virtual age. There are many famous social media figures that own brands, TV shows, campaigns**



# 07 Halal Market



# Halal Market

- As a socio-monetary phenomenon, merchandise bearing the halal stamp had been, originally, precise to non-Muslim countries. Although the Quran does not forbid consuming the meat organized by the **'People of the Book'** (Jews and Christians).

*(Riaz, M. N., & Chaudry, M. M. (2003))*

---





## FOOD

Food objects that are “Halal” abide by Islamic regulations and are healthful for human intake due to the manner they're organized and processed.



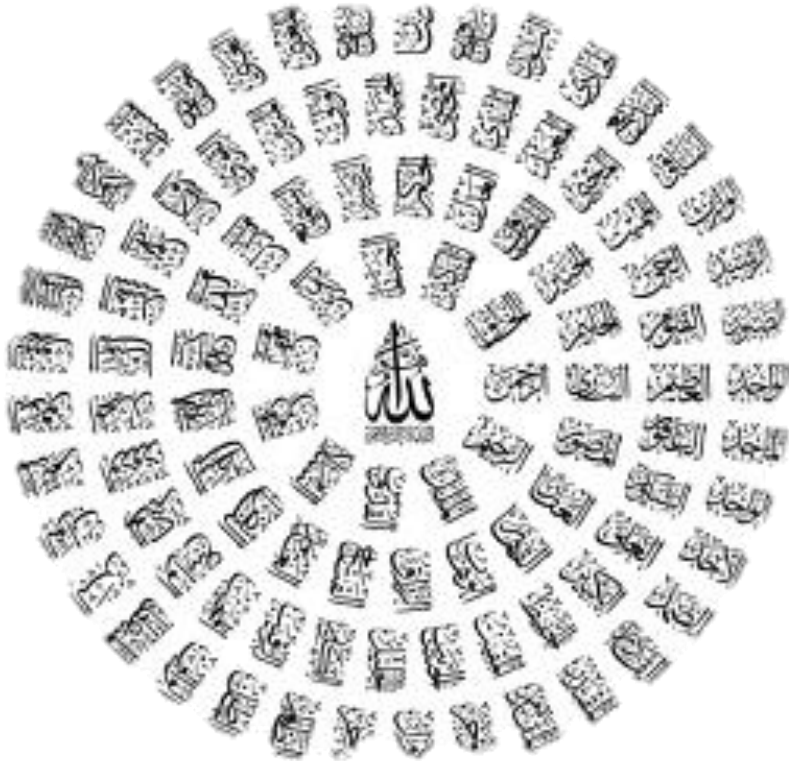
## LIFESTYLE

Islamic manufacturers of halal cosmetics, that is, without alcohol or animal fats, is slowly setting up their manufacturers inside the Muslim marketplace. (Power, G and Abdullah, S (2009) .

# 08 Conclusion



# Conclusion



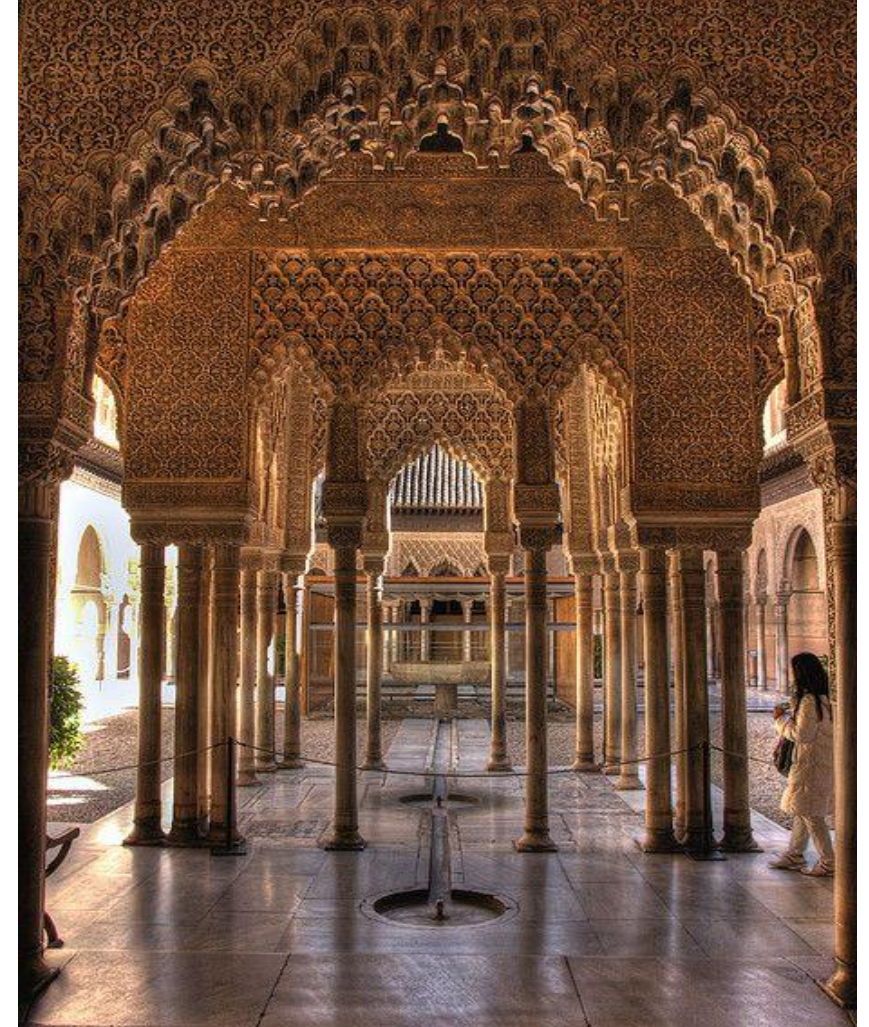
- ‘Islamic law’ refers back to the numerous legal structures which have been and stayed to produce the goal of being in accord with the Islamic faith.
- Islamic marketing may be described as the knowledge of fulfilling the desires of clients through the best behavior of handing over Halal - wholesome, pure, and lawful services and products with the mutual consent of each supplier and purchaser for the motive of reaching material and religious wellbeing and making clients aware about it through the best behavior of entrepreneurs and moral advertising. ***(Said, E. (1978))***



# 09 Reflection

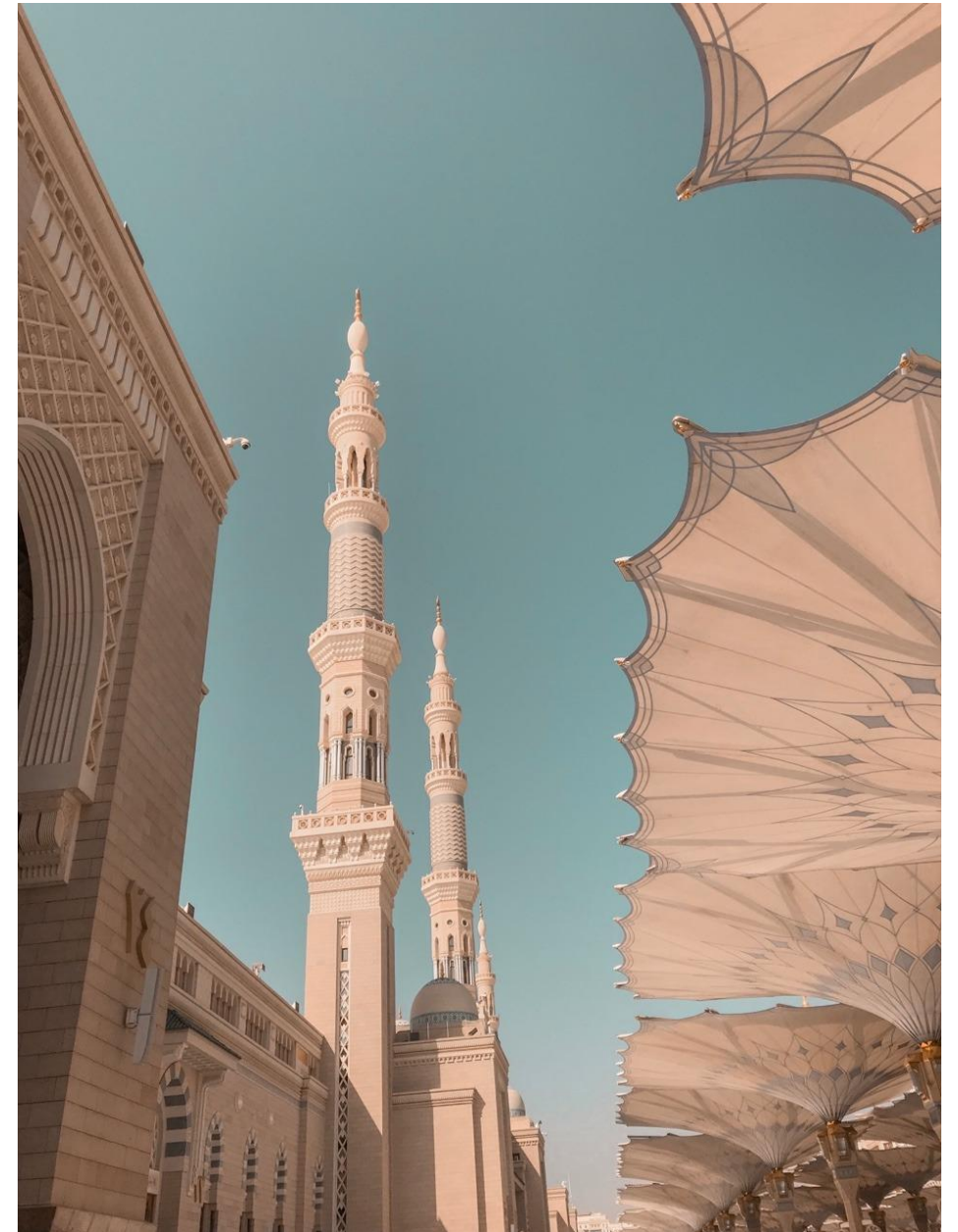
# Reflection

- In my opinion, since Islamic marketing is a manner of lifestyles and Islamic values and concepts that influence the normal lives of Muslims is greater than those within the case of every other faith. The increase of the Muslim middle level offers advertising possibilities at an equal time because it fosters marketers from amongst its ranks.
- After all, I think it's important to preserve in thoughts that Muslim purchasers aren't only Muslims, however, purchasers, and Muslim entrepreneurs aren't only Muslims however entrepreneurs. Hence, the aim ought to be now no longer to prioritize one time period over the alternative however, the attention of their co-constitutive relationship. Because of its sizeable capacity, I consider it may be the following large issue within the area of marketing.



# Reference

- Alserhan, B. A. (2015). The principles of Islamic marketing. Ashgate Publishing, Ltd.
- Jafari, A. (2012). Islamic marketing: insights from a critical perspective. Journal of Islamic marketing.
- Jumani, Z. A., & Siddiqui, K. (2012). Bases of Islamic Branding in Pakistan: Perceptions or Believes. Interdisciplinary Journal of Contemporary Research in Business, 3(9), 840–848
- Khan, M. A. 1983. Islamic Economics: Annotated Sources in English and Urdu. Vol. 1. Leicester: Islamic Foundation
- Kotler, P. & Keller, K. (2009). Marketing Management. (13th ed.). Pearson Education-Prentice Hall Publishing
- Wilson, J. A. (2012). The new wave of Islamic marketing. Journal of Islamic Marketing.
- Power, C and Abdullah, S (2009). Buying Muslim: Time South Pacific Australia, New Zealand Edition
- Riaz, M. N., & Chaudry, M. M. (2003). Halal food production. CRC press..
- Said, E. (1978), & El-Bassiouny (2014 Orientalism, Vintage, New York, NY
- Tadajewski, M. (2010). Towards a history of critical law studies. Journal of Islamic Marketing Management, 26(9/10), 773-824.
- Wilson, J. A. (2012). The new wave of transformational Islamic marketing. Journal of Islamic Marketing.





**THANK YOU!  
ANY QUESTIONS ?**