



Libyan International Medical University  
Faculty of Business Administration



# Religious Marketing

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## - **Table Of Content**

- Introduction
- Definition
- Why It's Considered a Contemporary Issue
- Examples
- Research Cause
- Conclusion
- Reference



- Introduction





## - Introduction

- The main purpose of this research is to discuss the main purpose of religious marketing and its purpose. And also both of positive and negative effect of it and how it can be used for good and sometimes exploited and used negatively.
- This research also discuss the many varieties of religious marketing through many religions around the globe.

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- **Definition**





## - Definition

- Use of marketing techniques to influence potential or current members to attract and retain them.
- The usage can be found in different sectors. From retail to political marketing and also in good well marketing.
- Some of the examples can be the usage of the effect of religious marketing in a political campaign. Or religious marketing for an NGO or a fundraiser.



## - **Why it's a contemporary issue ?**

- Religion plays a huge role in humans life in general. It can be an important factor when taking any choice.
- And this important role makes it a contemporary issue that humans deal with on daily basis on different levels or sectors.
- And the reach of the topic over many societies and religions makes it always up to debate and sharing new ideas and views of the issue.



## - Examples

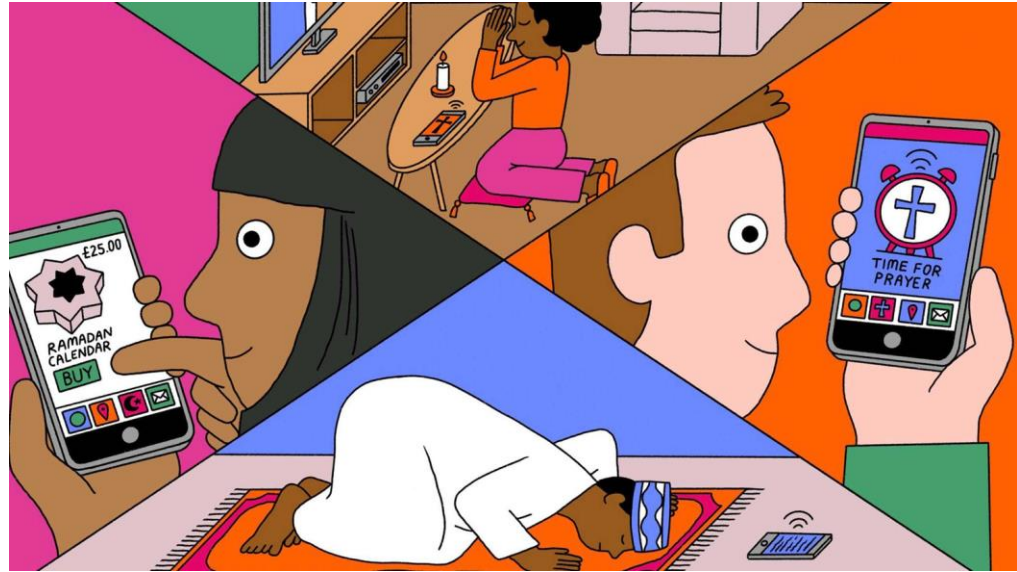
1. Islamic political parties can be on of the many examples of the usage of religious marketing in politics
2. Ramadan campaigns of different products.
3. Christmas shopping fever.
4. Using of some religious scripts and push for giving in campaigns for fundraising.
5. Nike “Hijab” campaign for islamic sportswear



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## - Research Cause

- This research is to cover the many varieties of the usage of religion in marketing. And also to stand on the morality of it and how to minimize the exploitation of it. And share some light on the positive sides of it and some of the positive examples.





## - Conclusion

Religion is a very powerful marketing tool. It enhances good ethics/ morals that are required in marketing management such as sincerity, responsibility and honesty. Marketing managers who use religion end up making a big sale after they have shaped the direction of the society. The way religion presents the messages and stories that moves crowds can be incorporated in marketing to persuade clientele to the organisation's' products or services. Although some messages religion gives are negative, one can pick the positives and take marketing management to another level. ([Kotler, & Keller, 2012](#)).



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**Thank You**