

**FUNDAMENTALS OF MARKETING FROM
AN ISLAMIC PERSPECTIVE**

Domain: Islamic Management / Marketing

Module Writer:

Professor. Dr. Ahasanul Haque
International Islamic University Malaysia (IIUM)



International Council of Islamic Finance Educators

First Edition 2016

Copyright © ICIFE 2016/1437H. All rights reserved.
Published by the International Council of Islamic Finance Educators
(ICIFE)

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, whether electronic, mechanical, photocopying, recording, or otherwise without prior written permission of the publisher, nor be otherwise circulated in any form of binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

FUNDAMENTALS OF MARKETING FROM AN ISLAMIC PERSPECTIVE

ISBN 978-967-467-005-4

Acknowledgement

ICIFE wishes to acknowledge the Project Management Office (PMO) of the Ministry of Higher Education for the grants provided under EPP7, as well as the ICIFE Executive Committee members, for their sincere commitment, support and cooperation.



International Council of Islamic Finance Educators
International Secretariat Office
Level 3, Kulliyah of Economics and Management Sciences (KENMS)
International Islamic University Malaysia (IIUM)
P.O. Box 10, 50728 Kuala Lumpur,
MALAYSIA
Tel: +603 6196 4694/3636
Website: www.icife.net

Printed in Malaysia by World Comm

TABLE OF CONTENTS

TOPIC	TITLE	PAGES
1	Introduction of Marketing from an Islamic Perspective	1
2	Core Marketing Concepts and Philosophy from Islamic perspectives	7
3	Product Decisions from an Islamic Perspective	12
4	Promotion Practice and Islam	16
5	Pricing Practice and Islam	20
6	Distribution- An Islamic View	26
7	Muslim Consumer Behaviour	32
8	Marketing of Servim an Islamic Perspective	38

TOPIC	CONTENTS
1	Introduction of Marketing from an Islamic Perspective 1. Marketing and Islam 2. Islamic marketing vs conventional marketing
2	Core Marketing Concepts and Philosophy from Islamic perspectives 1. Marketing philosophy from an Islamic perspective
3	Product Discussions from an Islamic Perspective 1. Types of products from an Islamic perspective 2. Halal and Haram products in Islam 3. Branding from an Islamic perspective
4	Promotion Practice and Islam 1. Promotion: an Islamic View 2. Islamic way of communication 3. Promise fulfilment
5	Pricing Practice and Islam 1. Pricing from an Islamic perspective 2. The relationship between buyer and seller
6	Distribution- An Islamic View 1. Trust and brotherhood 2. Distribution of forbidden goods and services 3. The issue of distribution of Halal products
7	Muslim Consumer Behaviour 1. Islamic principles of spending 2. Development of Halal hubs 3. Maintaining a balance between the spiritual and material life
8	Marketing of Services from an Islamic Perspective 1. Differences between services and products 2. Marketing of Islamic financial service

Executive Summary

Islam is not just a religion, it is a complete code of life. Its tenets give a clear guidance to every area of academia, including marketing. Islamic revealed knowledge guides marketers and consumers through every transaction. The aim of this module is to introduce the fundamentals of marketing from an Islamic perspective to marketing instructors. The topics covered include: Introduction to Islamic marketing, Islamic marketing principles and marketing philosophy, prime marketing mix elements from the *Shariah* perspective, and service marketing including Islamic financial services. It is expected that after completing this module, participants will be well equipped to apply Islamic marketing principles to their own field of instruction.