Creating Islamic Marketing & Branding courses for a Muslim ‘minority’

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Structure of Research

- Conceptual
- Synthesis of Branding, Educational, Consumer Behaviour and Islamic Literature
- Inductive Reasoning, Interpretive Phenomenological Analysis and Syllogisms, as a basis for Conceptual Metaphor Theory and Critical Discourse Analysis
- Evidence supported by Expert Opinions and participant observation methods
- Muslim Minority mindset
1.8 billion Muslims globally
52.5% are under 24 years old
Muslim youth account for 11% of the world’s population

The Middle East has seen a 78% growth in brand value, based on high demand for Islamic banking products and services.

[2010 The BrandFinance® Global 500]

This would be our globe if we looked only at Muslims.
Spatial conceptualisation of UK Islamic Knowledge, at University
Spacial conceptualisation of Brand Knowledge
Also, if we look at the Muslim world and beyond, commercially...

It could be argued that the majority of practices in this field demonstrate:

**Islamicised Branding** - as opposed to **Islamic Branding & Marketing**

Why?...
In the absence of specialist expertise...

So what needs to happen: Global (one size fits all), or Local (bespoke)?

**GLocal culturalisation** ?...
And it’s

• More than ‘meat and money’
• Not something just about and for Muslims
• More than religion
And so: Key areas for discussion

- The preservation of a purist and traditional approach to Islamic Studies - as opposed to one, which responds to current demand, or even, seeks to innovate, in pedagogy or content?

- How can university modules with an Islamic focus cater for a diverse audience, of predominantly non-Muslims?

- How to overcome stigma and perceptions of this field becoming being unnecessarily restrictive and niche – therefore rendering it a passing fad

- Course structure and modes of assessment

- Identifying what areas elicit critical evaluated by students, in order to fulfil the requirements of degree study

- Covering of enough aspects of *deen*, without drawing the subject away from falling within a business subject discipline

- The reassurance to stakeholders that Muslims are not necessarily advantaged over non-Muslims when taking these courses
An advantage of studying Islam within a Marketing discipline

• Namely because it focuses on Supply/demand, needs/wants - and therefore does not need to address philosophical questions surrounding the existence of God, or the validity of the faith per se

• Finance, Banking, Halal, Science etc rely on Branding and Marketing

• Da’wah
The Future: Sample materials for Branding and Halal Consumer Behaviour
Explicitly Islamic

- HAJJ CHARTER
- HSBC AMANAH
- HALAL
- SUBWAY

Predominantly for Muslims

- Emirates
- Glatt Kosher

Targeting Muslims

- MECCA USA
- MECCA BINGO

Consumed by Muslims

- Coca-Cola
- Adobe

Universal Metaphor

- Situation specific
- Experiential Adaptations
- Heritage Symbolism

Linguistic Heritage

- Heritage
- Islamification

Country of origin

- Language
Islamic Paradigm

Islam Branded Community

Brand
- Identity
- Personality
- Islamic Symbolism
- Affordable luxury
- A promise
- Cultural Artefact
- Islam friendly

Paradigm Shift

Islamic Brand Community

Muslim Brand
- Life-like
- Anatomy
- Physiology
- Identity
- Personality
- Islamic purity
- Affordable luxury
- A promise
- Cultural Artefact
- Muslim friendly

non-Muslim
Muslim
Islam friendly
Muslim