# Creating
# Islamic Marketing & Branding courses
# for a Muslim 'minority'

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UNIVERSITY
*of*
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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

A tribute to Arabian beauty.

SILVIKRIN
Shampoo

# This would be our globe if we looked only at Muslims.
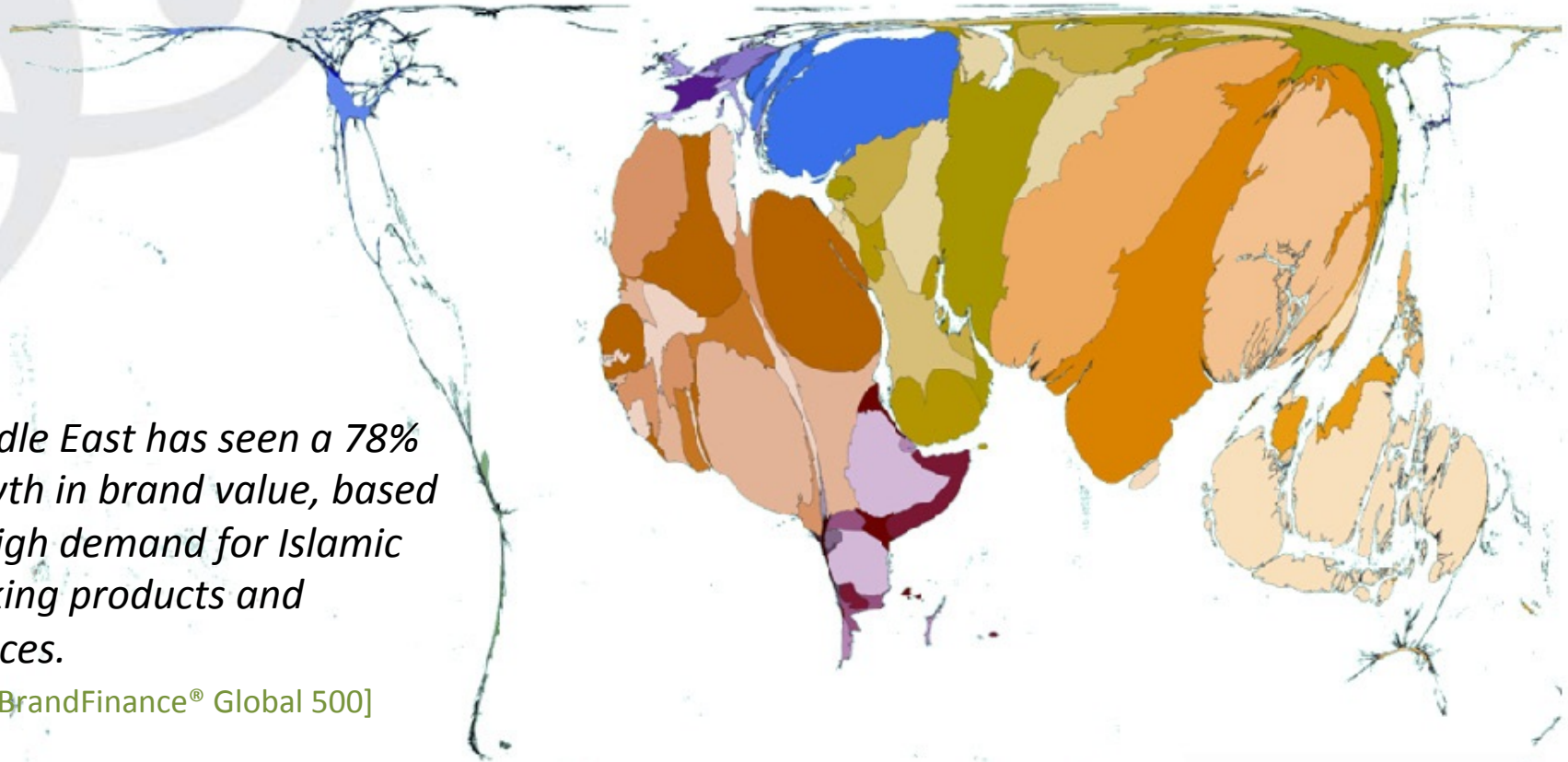
*The Middle East has seen a 78% growth in brand value, based on high demand for Islamic banking products and services.*
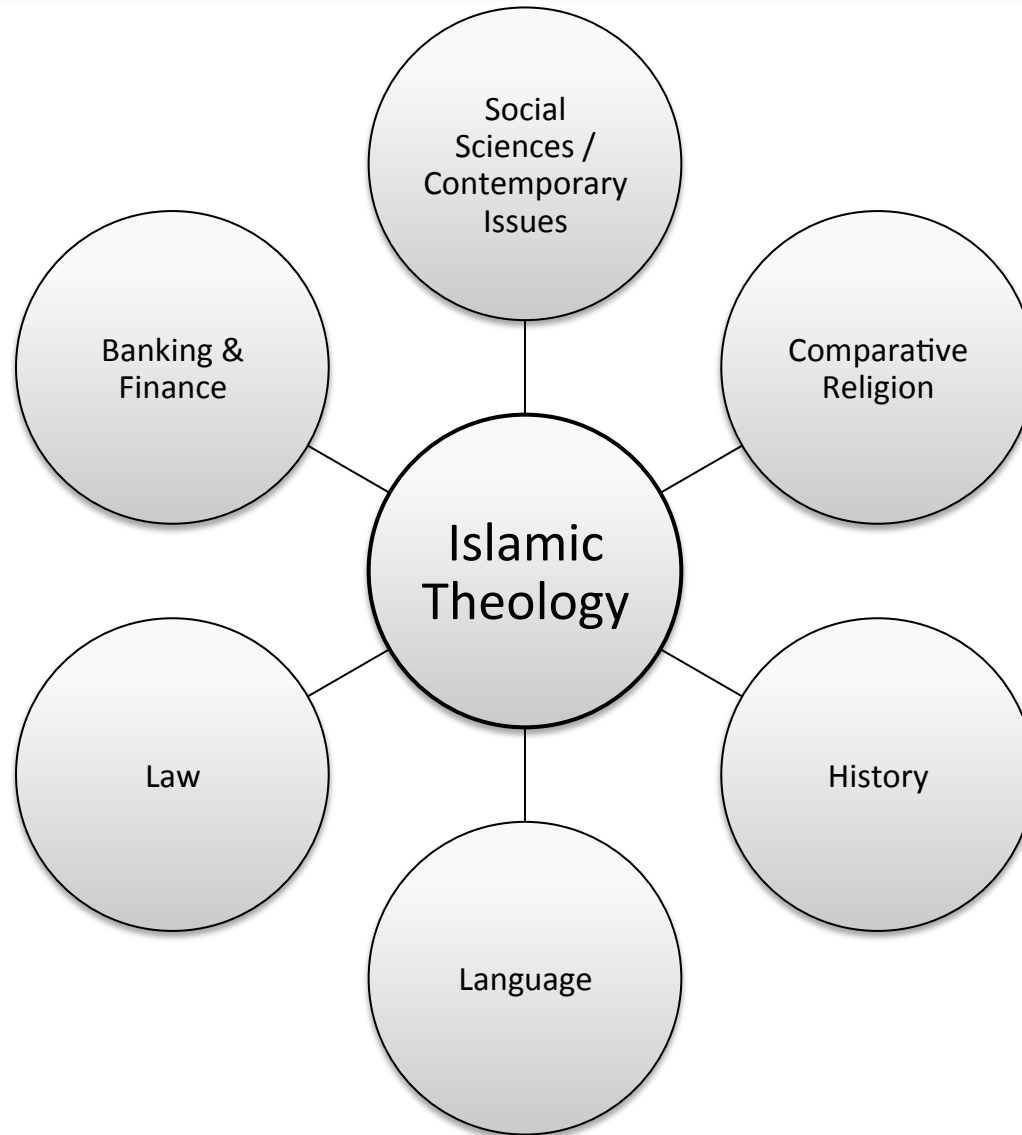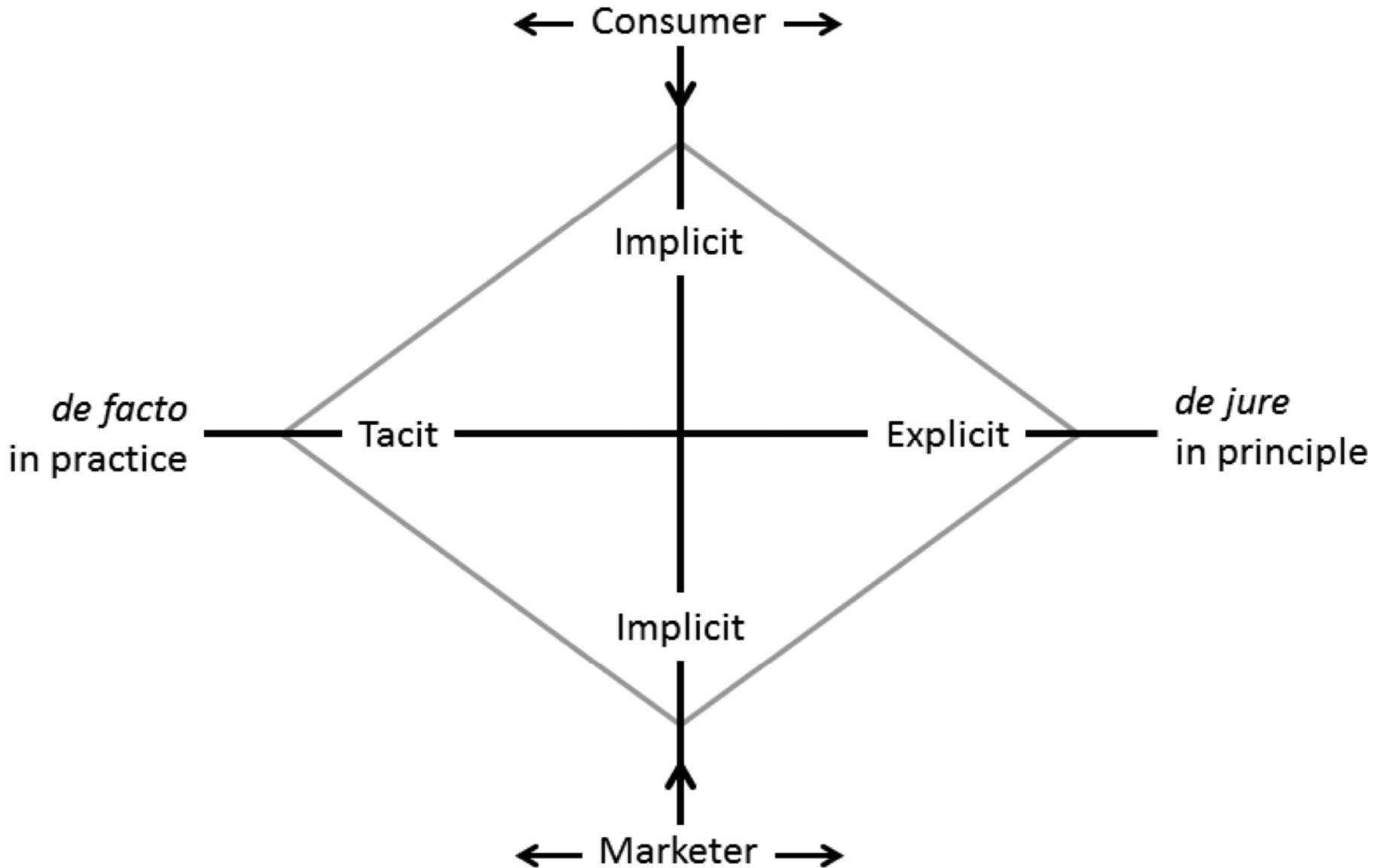
**1.8 billion** **Muslims globally**
52.5% are under 24 years old
Muslim youth account for 11% of the world's population

Ogilvy noor

# Spatial conceptualisation of UK Islamic Knowledge, at University

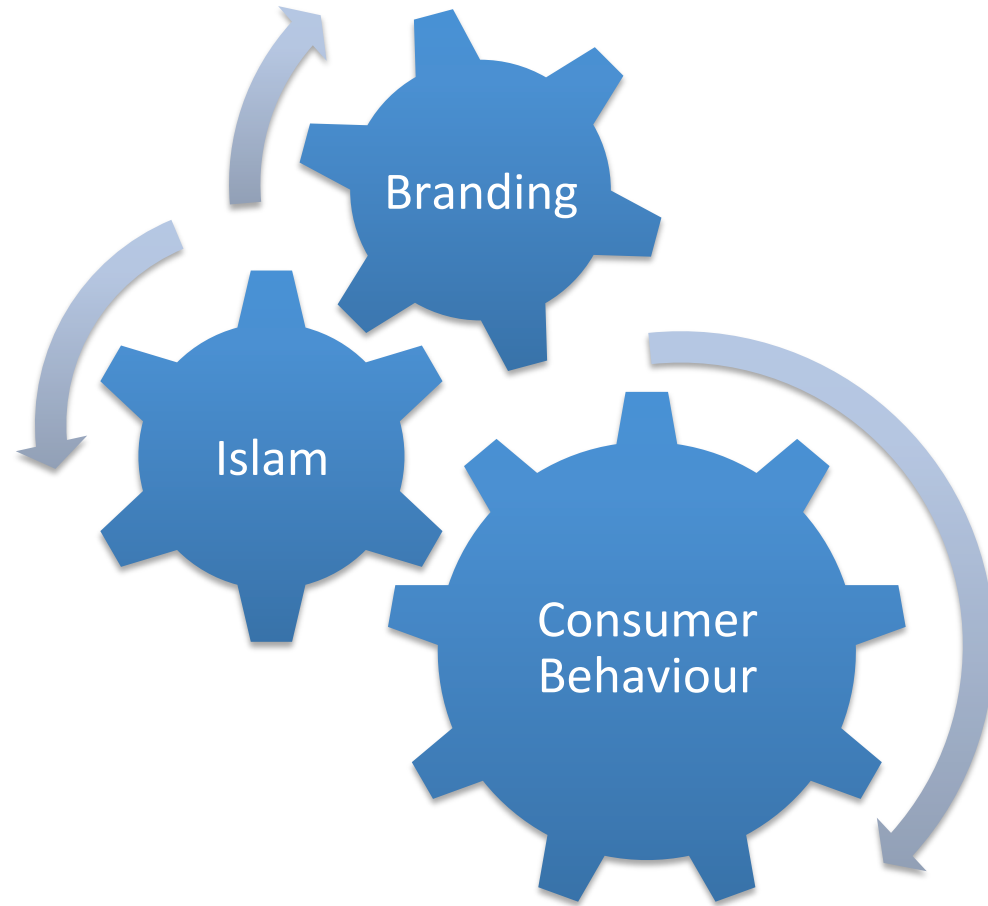# Spacial conceptualisation of Brand Knowledge

**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?...*

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

G*Local*culturalisation ?...

# And it's

- **More than 'meat and money'**
- **Not something just about and for Muslims**
- **More than religion**

If Muslims don't date, how do they get married?

Facebook.

# 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**

Islamification

**Implicitly Islamic**

Exclusively for Muslims

Predominantly for Muslims

Targeting Muslims
Brand Extension
Ingredient Brand

Consumed by Muslims
*And* Halal!

Country of origin
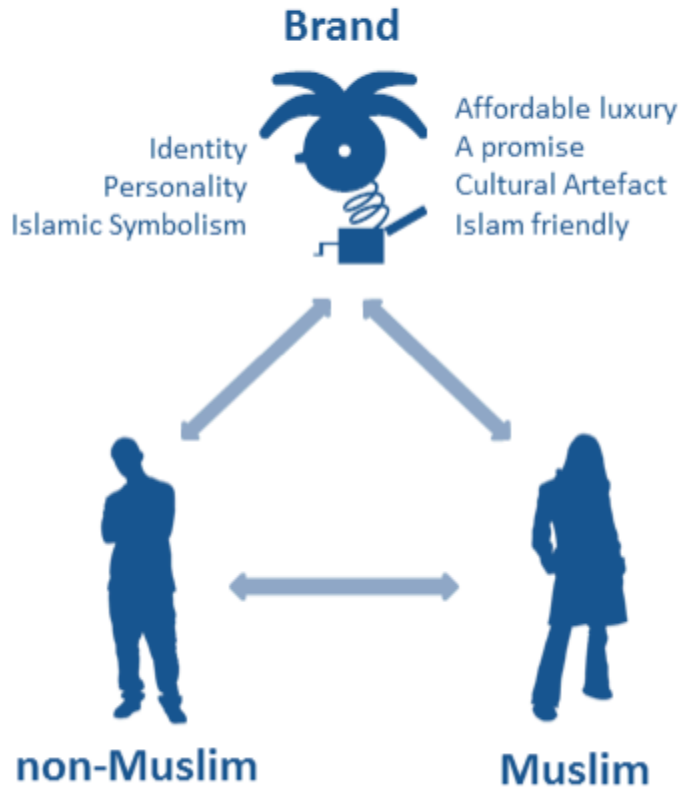Heritage
Symbolism

Situation specific
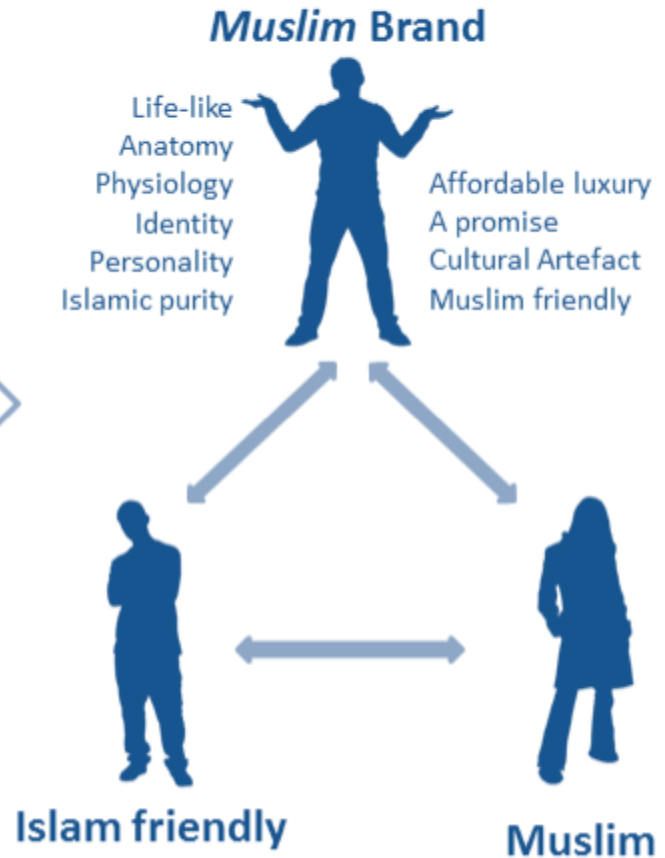Experiential
Adaptations

Universal Metaphor

Linguistic Heritage

# Islamic Paradigm

# Halal Paradigm