

DESCRIPTIF :

The objective of this course is to make students aware about the possibilities of implementing marketing strategies and techniques within the Islamic environment. The Muslim world is diverse, challenging and presenting a set of tremendous opportunities for companies that want to serve these growing markets. This market is diverse since Islam is a universal religion and present not only in Arab countries, but also and mostly in South East Asia, while the number of Muslims living in Western countries is increasing. It is challenging because Islam is setting a comprehensive whole of orthopraxis and orthodox rules that govern the everyday life, and greatly influences consumer behaviour or Muslims worldwide. Finally, the Muslim markets are growing at a rate outpacing western countries, and present unique opportunities for companies.

At the end of this course, students will know more about the specificities of Muslim markets, the marketing strategies and techniques employed by companies serving them. We will concentrate on how to assess the size of Muslim markets and how the pillars of Islam are influencing marketing techniques. We will use a lot of examples of companies operating with Muslim consumers. Students will work in teams and present a topic previously assigned to them. They will have about 10 minutes to present the topic.

PROGRAMME :

Introduction

- How to assess the Muslim markets: Demographic figures (census of population, branches of Islam, generational marketing, ethnic and diasporic marketing).
- How to assess Muslim markets: Economic indicators (GDP, PPP, Gini index, Transparency International)

Pillars of Islam and Marketing

- Shahada (propagation of Faith – Da'wa, Muslim preachers and Endowments)

Pillars of Islam and Marketing

- Salah (marketing of Mosques, praying products and services)
- Zakat (How to compute, collect and distribute zakat, Islamic finance and Riba)

Pillars of Islam and Marketing

- Sawm (The business of Ramadan and Aid)

Pillars of Islam and Marketing

- Hajj (procedures and costs, luxury pilgrimage, marketing of hajj in western countries)

The Halal way of life (alcohol and tobacco, food, clothing)

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