



Marketing across cultures with a focus on Islamic Marketing

Sanja Hajdarpasic

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Bachelor Thesis from the year 2014 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: A, Oxford Brookes University, course: Islamic Marketing, language: English, abstract: Due to the acceleration of globalization and enormous growth of Muslim population, interest in Islamic marketing increased significantly in the past years. The study of this dissertation aims to investigate to what extent Islam as a religion affects marketing and its components. It was hypothesized that Islam affects marketing in Islamic markets significantly, depending on the country and on the specific industry.

The author intends to fill in a research gap in this area by narrowing its focus on the promotional strategy of products and services in Islamic markets.

The conclusion of the study is based on evaluation of primary and secondary research data. The outcome of the study showed that Islam indeed has meaningful impact on the business issues generally, particularly on the marketing. Marketers and companies should bear in mind the existing distinction between certain industries and countries, as Islam does not affect all of them equally.

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