

Marketing in Islam

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Abstract

Marketing in Islam is comparatively a much broader and sensitive concept as compared to conventional commercial theories. The two reputed branches of the Islamic law (*Shari'ah*) related to '*ibadah* (worship) and *ma'amalat* (affairs) approximately are of the same magnitude, caring for spiritual growth, safeguarding individuals worldly benefits and maintaining social mechanism of the community. The collateral existence of a purely worldly action sided by an ethical ideal is indeed a means of convenience in Islamic economic order. Consequently the commercial enterprise demands clarity, honesty, trust and fair means to establish an effective social order to achieve economic maturity. The present paper highlights the concrete basis of the marketing in Islam.

Islamic *Shari'ah* has laid firm and explicit foundations for healthy and prosperous merchandise that promotes the human progress and equips it with strong socio-ethical and ideological stuff. The economic and the commercial themes of the Qur'an such as *bay'ah*¹, *tijarah*², *rahn*³, *riba*⁴, *dayn*⁵, *qarz*⁶, *infaq*⁷, *halal*⁸ and *haram*⁹ are the core concepts which denote and emphasize the economic venture with a highly moral and divine perspective. The just and clean merchandise has been approved by God and his Prophet (SAAS) to inculcate the sense of morality besides the worldly benefits. Lawful merchandise has been sanctioned by *Qur'an* as a sign of moral force to build socio-economic tranquility within the community. Marketing being an ideal illustration of socio-economic interdependence

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