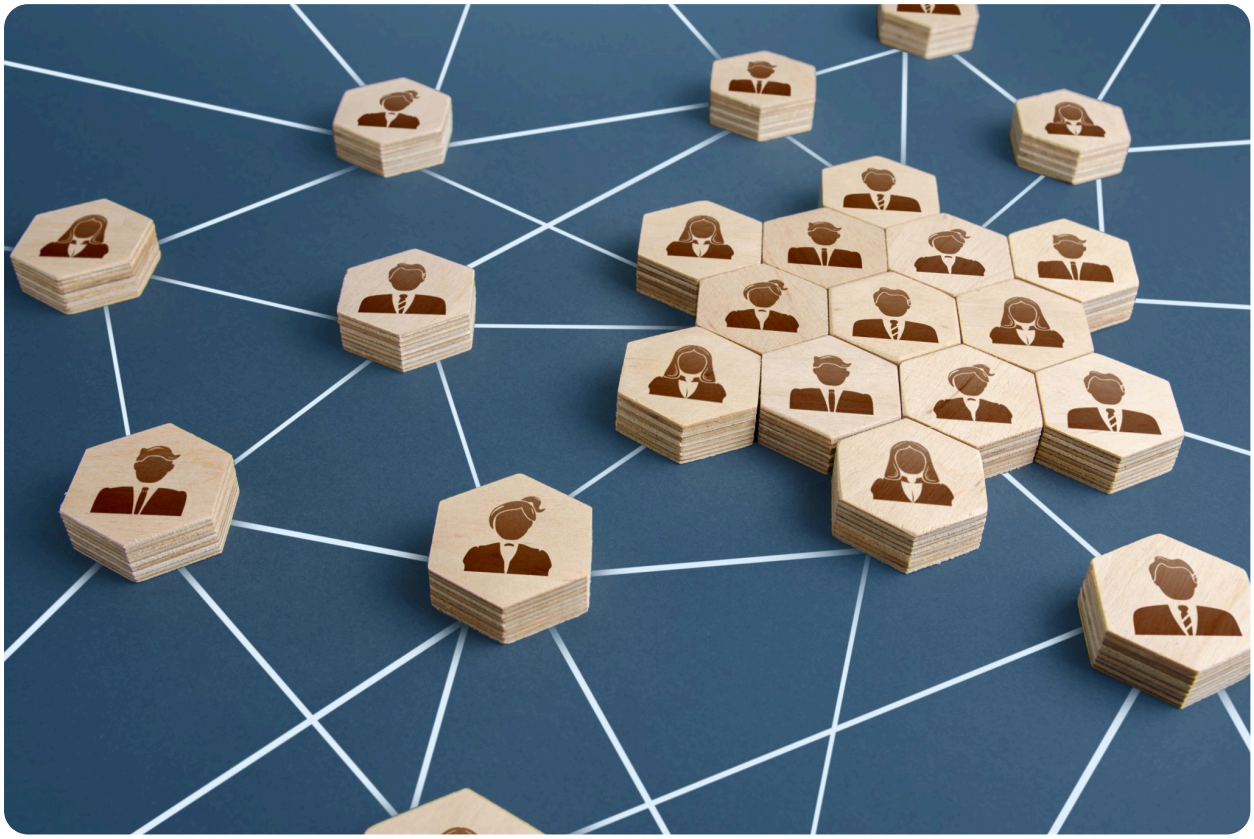
Marketing of Islamic Banking Products



About the Programme

This module illustrates the salient features of current marketing landscape in the banking environment. It also discusses new channel and trends in marketing banking products and services.

Learning Outcome

At the end of the module, learners should be able to:

- Understand terms, concepts and theories related to marketing Islamic financial services in line with Shariah values;
- Identify and analyse the customer value, characteristic, profiles to determine their purchase desires;

- Analyse the correlation between target market, market segmentation and product positioning including their respective function and role;
- Appraise the marketing mix, product and services and marketing channel within Islamic financial services environment; and
- Judge the importance and values holds in application of ethics in practicing ethical marketing.

Learning Topics

- Topic 1: Islamic Marketing Concepts
- Topic 2: Marketing Environments
- Topic 3: Customers
- Topic 4: Market Segmentation, Target Market and Product Positioning
- Topic 5: Financial Services Marketing Mix
- Topic 6: Financial Services Marketing Channel
- Topic 7: Ethics in Marketing

*Programme Dates:

- Cohort 1: 7 July 2027
- Cohort 2: 3 November 2027
- Cohort 3: 13 March 2028

**All dates are subject to change*
***All fees are exclusive of 8% Sales and Service Tax (SST)*

**Programme Fees:

- RM1,485.00 | USD 491.40 (Face-to-face)
- RM1,134.00 | USD 378.00 (Online)

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