

## COMPARATIVE ANALYSIS OF THE ISLAMIC AND TRADITIONAL MARKETING MIX

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**Abstract:** *The interpretation of Islam especially because of the global political situation of our time is a particularly popular topic in an international academic area. However, not only as an academic interest but regarding our everyday life, too it is an important question that to what extent we are able to adapt to the new streams: whether we can recommend the Muslim tourists, the investors coming from the Islamic countries something that fulfills their expectations. But what are these expectations? Is there really such difference between the Islamic and Christian rooted business approach? One of its segments is the so called Islamic marketing research which introduces a new aspect of the field of marketing. The thesis below contains the comparative analysis of the traditional marketing mix and the Islamic marketing, specifically focusing on the question of how much the two terms can be drawn in parallel, as well as whether we can talk about scientific subordination or superiority.*

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