



Adult Ed Dec 2<sup>nd</sup>, 2007

## Religions- Comparative Marketing

Religion or Sect	Era	Marketing Message	"Slogan"	Barriers
<b>Abrahamic Judaism</b>	1900 BCE to 1500 BCE	Believe in God and you will be given a fertile land; no child sacrifice.	"Why sacrifice a kid, when you can sacrifice a kid?"	Applicable only to the descendants of Abraham, basically a tribal religion.
<b>Mosaic Judaism</b>	From 1500-1300 BCE to 1100 BCE	God delivered us from slavery in the Land of Egypt and does miracles for us.	"We are the Chosen people."	Again, limited by birthright. You must accept a set of Laws and rules.
<b>Age of Judges/Age of Kings/First Temple Era</b>	1100 BCE to 586 BCE	We are the Chosen of God and He will grant us victory. Sacrifice is restricted to the Temple.	"We rule Canaan!"	There is an ever-growing set of rules, interpreted by Judges and Priests. There are times when paganism, which permits more hedonistic behaviors, seems appealing.
<b>Babylonian Diaspora</b>	586 BCE to 516 BCE	Jews try to reconcile being the Chosen People with the military superiority of the Assyrian, Egyptians and Babylonians.	"Woe unto us! We have transgressed and are being punished."	How do you feel good about being enslaved?
<b>Second Temple Era; Pharisees</b>	516 BCE to 142 BCE	Since we were delivered by a Persian (Cyrus) we can accept and incorporate Persian beliefs: Life after death, good vs. Evil and the reward for righteousness is Eternal life.	"The reward for piousness is eternal life."	There is an ever-growing set of rules governing daily life.



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<b>Hellenistic Judaism</b>	322 BCE to 142 BCE	Judaism is a philosophy, one among many ways of looking at the world.	"If it is good enough for the Greeks, it is good enough for us!"	Hellenistic Judaism is not the "true" Judaism. It gained converts within Israel and outside as well, but circumcision and dietary laws prevented outsiders from converting.
<b>Hasmonean Judaism</b>	142 BCE to 70 CE	The Sadducees offered a return to the traditional values and with that, favor in God's Eyes.	"Gimme that old time religion!"	Again, the promise was that in exchange for worship, God would grant the Jews military victories.
<b>Essenes, Zealots</b>	100 BCE to 70 CE	We must be pure and holy. Only then will God save us and answer our prayers.	"Piety through suffering."	The Essenes were exclusive by definition. The Zealots came to end when Menachem was murdered.
<b>Christianity</b>	30 CE to current.	Christianity is for anyone who truly believes.	"You can have your pork and eat it too!"	Christianity has a powerful marketing message of inclusion, but is too subtle and esoteric for some.
<b>Islam</b>	600 CE to current	Submission to the will of God (Allah) and proper acts are that are required.	Righteousness is measured by acts.	Modern Islam has a hard time distancing itself from men who do good deeds, but also commit evil.