This article has three goals: The first goal is to develop a critical approach for the ideological functionality of marketing as the soft power of global/corporate capitalism. It particularly shows by discussing both in individual and social aspects that global marketing ideology is most important apparatus for the management and shaping of cultural production and transformation processes. In this respect, the second goal of this article is not only to remove the self-interest of the corporate capitalism of marketing ideology but also to produce artificial and fascinating consumer products, in other words the cultural icons, and to discuss how they can be legalized. The third purpose of this article is to try to understand how the shopping centers as the cultural icons of marketing ideology are important apparatuses in managing the social consumption perceptions, imaginations, and life styles by benefiting from the conceptual relationships and description.