

Module: English

Branch: Marketing and banking

Level: master one

Lecture: Marketing Vs Selling

1)-What is marketing?

A)-Marketing refers to the activities undertaken by a company to promote the buying or selling of a product or service.

2)-What is selling?

B)-Selling is any transaction in which money is exchanged for a good or service. During a sales negotiation, the seller attempts to convince or “sell” the buyer on the benefits of their offer.

2)-The difference between Marketing and Selling:

Marketing	Selling
Marketing includes selling and other activities like various promotional measures, marketing research after the sales (positive or negative feedback)	Selling is confined to persuasion of consumers to buy firm's goods and services
It starts with research on consumer needs, wants, likes, dislikes and continues even after the sales taken place	Selling starts after the production process is over with the handing over the money to the seller by the buyer
It's focus is on earning profits through maximisation of customers satisfaction	It's focus is on earning profits through maximisation of sales
Stresses on the needs of the buyer	Stresses on the needs of the seller
It is integrated approach to achieve long term goals like creating and maintaining over the customer	Fragmented approach to achieve short term gain

2-What is a “market “:

Normally people understand the term (market) as a place where goods are bought and sold, but in the context of marketing, it refers to a group of buyers of particular goods and services.

A-Types of market:

According to area	Goods and commodities	Volume of transactional
-Local market	-Fruit market	-whole sale market and retail market
-Regional market	-Furniture market	
-National market	-Stock market	
-International market		