**What is Marketing?**

A process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products and services of value freely with others.

**Marketing** is about identifying and meeting human and social needs.

OR

Marketing is the process of ‘meeting needs profitably’.

**Management**

Four core features of management

Planning: If you do not have a plan to succeed, you really have a plan to fail

Organizing: There must be a marketing department to integrate all departments, processes and activities towards the customer.

Leading: (Leadership). According to management expert Peter Drucker, management operates successfully by aligning the work of people or by getting things done through people.

Controlling: This is a focus on monitoring and measuring the outcomes or returns.