# **What is the difference between marketing and retailing?**

marketing is a wider concept whereas retailing is just an part of marketing

marketing is creation of demand for goods and services whereas retailing is selling the goods and services.

marketing is done in various form such as wholesale, distributor's whereas retailing is done from a particular point

marketing focuses on overall consumer's needs and satisfaction whereas retailing only focuses on their own customers to whom they have to sell

marketing emphasis on overall customer satisfaction whereas retailing emphasis on selling the profit to earn more and more profit.

marketing is directly connected the over all chains whereas retailing is related to directly consumer.