

activities.  
Marketing

[AEM716] For supplies of goods and services, is usually represented by payment received  
Value

[AEM716] Customers are often motivated by the desire to satisfy complex needs

[AEM716] Marketing is essentially a concept applied to the management of an organisation with a view to meeting the challenging needs of customers  
Resources

[AEM716] Marketing is a discipline that is often misunderstood

[AEM716] Different customers within a market often have different needs, which they seek to satisfy

[AEM716] Approach to marketing has been adapted in agricultural sector to allow price flow of goods and services to the rural economy

[AEM716] Organisation's identity and develop products to satisfy customers  
Need

[AEM716] Customers constitute a critical elements of marketing concept

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