

**THE ZAMBIA INSTITUTE OF MARKETING  
(AMENDMENT) BILL, 2023**

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MEMORANDUM

The object of this Bill is to amend the Zambia Institute of Marketing Act, 2022, so as to harmonise the Act with the Zambia Institute of Public Relations and Communication Act, 2022.

M. D. KABESHA,  
*Attorney-General*

**N.A.B. 15, 2023**  
17th July, 2023



# A BILL

ENTITLED

**An Act to amend the Zambia Institute of Marketing Act,  
2022.**

ENACTED by the Parliament of Zambia.

Enactment

1. This Act may be cited as the Zambia Institute of Marketing (Amendment) Act, 2023, and shall be read as one with the Zambia Institute of Marketing Act, 2022, in this Act referred to as the principal Act.

Short title

Act No. 2 of  
2022

2. Section 2 of the principal Act is amended by the deletion of the definition of “marketing” and the substitution therefor of the following:

Amendment  
of section 2

10 “marketing” means a societal process by which individuals  
and groups obtain what they need and want through  
creating, offering and freely exchanging products and  
services of value with others and includes advertising, sales  
management, personal selling, marketing communications,  
15 publicity, sales promotions, exhibitions, branding, packaging,  
merchandising, distribution, warehousing, wholesaling,  
franchising, retailing, social marketing, digital marketing,  
international marketing, marketing research, marketing  
consultancy, business development, customer service,  
customer care and service marketing;.

