

GOVERNMENT OF ZAMBIA

ACT

No. 15 of 2023

Date of Assent: 22nd December, 2023

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

[26th December, 2023]

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

“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, 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;.

