

category an applicant is to belong to is mainly determined by the qualifications held. The large pool of membership means that the Institute has a formidable resource base from which it draws different specialised skills whenever called upon to offer consultancy.

5. EDUCATION

The Zambia Institute of Marketing is an examining body for the ZIM Certified Professional Marketing Programme, the ZIM Professional Diploma in Marketing and the ZIM Postgraduate Diploma in Marketing. As an examining body the Zambia Institute of Marketing has been exploring ways and means of raising the education standards in the profession of marketing. As mandated by the ZIM Act, among the responsibilities of the Institute are to promote the general advancement of the marketing profession and related disciplines, and to promote, uphold and improve the standards of training, practice and professional competence of persons engaged in marketing in Zambia.

6. CONSULTANCY AND TRAINING

In its quest to ensure that members are equipped and constantly upraised with modern marketing practices, the Institute regularly holds continuous professional development programmes that suffice as forums for interaction and learning among members and the general business practitioners as a whole. The Institute provides consultancy services to other institutions and organisations in:

- » Marketing research
- » Public relations and corporate affairs
- » General management
- » Sales management
- » Marketing planning
- » Marketing and business

7. BENEFITS

Belonging to the Zambia Institute of Marketing gives the following benefits:

- » Mandate to practice marketing within the law
- » Accessibility to continuous professional development
- » Interaction with other marketing professionals
- » Assistance in job placements where available
- » Recognition as a qualified professional

8. CONCLUSION

The Zambia Institute of Marketing is committed to conducting itself responsibly and professionally in an all inclusive manner with a view to enhancing the practice of marketing in Zambia. As a regulator of the practice of marketing in Zambia the Institute does not subscribe to the adoption of a cohesive approach in ensuring compliance among practitioners. Instead the Institute will adopt an all inclusive approach that will give reason to all marketers to want to adhere to ethics and codes of conduct subscribed by the Institute. It is the wish of the Institute that all marketing professionals will take responsibility and ensure that they practice the profession within the law.

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Marketing -
The Key to Prosperity

ZAMBIA INSTITUTE OF MARKETING

[Enacted by Act of Parliament No. 14 of 2003]

INSTITUTIONAL PROFILE

1. INTRODUCTION

The Zambia Institute of Marketing is a professional marketing Institution that was established by an Act of Parliament No. 14 of 2003 to regulate, promote, uphold and improve the standards of training, practice and professional competence of persons and organisations engaged in marketing and advertising in Zambia. The Institute is also the sole examiner and certifier of the ZIM Certified Professional Marketing Programme, the ZIM Professional Diploma in Marketing and the ZIM Postgraduate Diploma in Marketing in Zambia. The Institute is affiliated to the Ministry of Commerce, Trade and Industry whose Minister serves as Patron. The broad operating moralities of the Institute will include:

- » A political stance: undertaking the operations of the Institute in the highest professional way possible without meddling the Institute in political affiliation or preferences
- » Impartiality and common good: promoting values and ideals that will foster professionalism, oneness and commitment of all members to ZIM. Promoting collaboration than competition, collaboration that transcends individual egos and interests, religion, gender, colour, race and ethnicity.
- » Capacity building: building competencies in new and old members in their areas of need through continuous professional development (CPD).
- » Networking: creating a web of useful relationships, building and positively challenging partners and friends, at local, national and international levels to be accompanied in development and wealth creation for the nation.
- » Effective communication: establishing conversation systems that will permit timely and effective exchange of views and information within and outside the Institute.

2. MISSION AND VISION

2.1 Mission Statement

“To regulate the standards of Marketing Practice through Marketing Information dissemination, Education and Interaction for the fulfilment of all stakeholders’ aspirations and needs.”

2.2 Vision

“A culture of Excellence and Sustainable Marketing Practice in Zambia”

2.3



2.4 Goal

“To achieve excellence in marketing practice”

3. FUNCTIONS OF THE INSTITUTE

The main aim of the Institute is to contribute to national development through the creation of wealth. As per the provisions in the Act the general functions of the Institute are to:

- 3.1 Promote the general advancement of the marketing profession and related disciplines;
- 3.2 Promote, uphold and improve the standards of training, practice and professional competence of persons engaged in marketing in Zambia;

- 3.3 Conduct training of persons in marketing;
- 3.4 Publish textbooks, journals, pamphlets, newsletters or papers in marketing;
- 3.5 Raise the standards of marketing as a means of increasing productivity and efficiency in industry, trade and commerce;
- 3.6 Promote ethical and responsible practice among practitioners in the marketing profession and related disciplines;
- 3.7 Apply to the appropriate authorities for registration and protection of all or any badges or designations as the Institute may deem fit;
- 3.8 Hold meetings of the Institute for the reading and discussion of papers for professional interest and development, to make awards to authors of papers of special merit, to recognise outstanding marketing personalities and to arrange for other activities of interest or benefit to members;
- 3.9 Verify or cause to verify by the Registration Committee qualifications of applicants for admission to membership of the Institute by examination, inquiry or otherwise in the theory or practice of marketing and grant certificates of proficiency, prizes, grants or scholarships;
- 3.10 Provide advisory and consultancy services in marketing; and
- 3.11 Do all such things as are connected with or incidental to the attainment of any of the foregoing objects.

4. MEMBERSHIP

The Institute has a very broad membership base considering that all those in marketing and related disciplines, and all those in any marketing and marketing related jobs are expected to register as members in order to be legally protected in their practice. Membership is categorised into six major grades namely, Student, Graduate, Associate, Full Member, Fellow, and Corporate membership. The main criterion for determining the membership