

MARKENDIUM FAQs

What is the MARKENDIUM?

MARKENDIUM, also known as the **SMPS Body of Knowledge (BOK)**, is the comprehensive educational resource for the successful practice of marketing and business development in the A/E/C industry. The **MARKENDIUM** also further defines the six Domains of Practice for the Society and professional services marketing.

Why create the MARKENDIUM?

As A/E/C professional services marketing and business development continues to evolve, it is clear professionals need access to a contemporary and comprehensive resource that includes specific content critical to building their skills and supporting firm growth. Along with our Subject Matter Experts (SMEs), SMPS is producing this comprehensive library of resources to support marketing and business development professionals. The mission of **MARKENDIUM** is to become the premier go-to learning resource for marketing and business development in the A/E/C industry.

How can I access the MARKENDIUM?

The content of **MARKENDIUM** will be available in a variety of ways. One of the key components of the **MARKENDIUM** is a comprehensive book series that further defines the six Domains of Practice for SMPS and the A/E/C industry. These **MARKENDIUM** books were curated by SMEs and are a collection of existing and newly sourced content. The books serve as the premier go-to learning resource for the successful practice of marketing and business development for A/E/C professionals.

This six-book series is built on the foundation of the six Domains of Practice:



At the launch in August 2016, the following offerings will be available:



- Six Books (EPUB and print formats)
 - Publications include: Case studies, theory-into-practice tips, reflections, and a glossary of key terms
- Six Online Courses
 - Each 25-minute, self-paced, interactive course will focus on each of the Domains of Practice
- Virtual town hall meetings to connect participants with SMEs and staff on how to leverage the **MARKENDIUM** as individuals, chapters, and firm owners
- Core components will also be integrated into SMPS educational offerings and publications, such as Build Business and the *Marketer*

When will the **MARKENDIUM books be available?**

SMPS will launch the **MARKENDIUM** books in August 2016.

Here's a brief release timeline:

- Spring 2016: Preview shared at the Presidents' Leadership Symposium (PLS)
- August 2016: Books and online courses to be available for purchase at Build Business 2016
- November 2016–CPSM Week: Webinar on CPSM Prep: How to leverage the **MARKENDIUM** books as a study tool

Will the **MARKENDIUM books replace the *Marketing Handbook*?**

Yes, but not immediately. The newly published **MARKENDIUM** books, which cover the six Domains of Practice, will eventually replace the *Marketing Handbook*, 3rd Edition. While the *Marketing Handbook* will be retired, much of its content has been refreshed and serves as reference material for the new series, and the new books are a more current and relevant source in the field of professional services marketing and business development. The *Marketing Handbook* will continue to be available for purchase until it's formally phased out one year from the initial release of the **MARKENDIUM** publications.

How will the **MARKENDIUM impact preparing for and attaining the CPSM designation?**

The six **MARKENDIUM** books will serve as a primary source of study materials and educational offerings SMPS is building on for those seeking to become certified. It won't immediately impact the certification process. The Certified Professional Services Marketer (CPSM) examination is refined annually. Before questions based on the new content in the books are added to the CPSM question database, we will allow time for adoption of this new content. We anticipate that it will be no earlier than one year from the initial release of the **MARKENDIUM** publications before the CPSM exam is influenced by the new content. This allows candidates time to consume and integrate the new information.

Keep in mind, the CPSM examination is designed to assess a candidate's knowledge and understanding of the concepts delineated in the Domains of Practice (as opposed to strict memorization of content in the reference materials). SMPS has identified a list of recommended references that may be used to assist candidates in preparing for the examination, and candidates should note that the questions on the CPSM examination are not written to or based on any one single resource. Because the Domains of Practice address a broad spectrum of knowledge, candidates are encouraged to study from a variety of references to ensure adequate content coverage. The suggested reading list is not all-inclusive, and candidates may find other references to use as study tools. SMPS reserves the right to update this list at any time.

Should I wait for the MARKENDIUM books to be completed before I sit for the CPSM exam?

No. You should take the CPSM exam after you have completed the current suggested reading materials, participated in a study group, and reviewed the *CPSM Study Guide*. The test and supporting materials will change gradually over time with the development and update of the **MARKENDIUM**.

How do you envision the MARKENDIUM being used?

The **MARKENDIUM** anchors SMPS educational programming and serves as a framework for key professional development. Future educational programs will reference it, align to the domains and skills defined in it, and may use specific segments as part of a particular course.

How will the MARKENDIUM impact the A/E/C community?

- Member** The **MARKENDIUM** anchors SMPS educational programming and serves as the framework for key professional development knowledge and activities.
- Firm** The **MARKENDIUM** confirms the importance and relevance of all things marketing and business development. Firm owners benefit from having this information to grow their bottom line.
- Chapters** The **MARKENDIUM** gives chapter and study group leaders a framework to build educational materials. This resource serves as the standard for certification. The content, regardless of the format (digital or print) is current and relevant to today's practice.

Is the MARKENDIUM only for marketing and business development professionals?

No. It is for anyone seeking information about what marketing and business development professionals do in the A/E/C industry. SMPS intends for the **MARKENDIUM** to be used in academic and employer environments as well.

Once the MARKENDIUM is completed/released, how will it stay current?

The MARKENDIUM was curated in collaboration with several SMEs. It contains a rich scope of knowledge and is a work in progress. Articles, presentations, and books are being created and will be added and updated in various formats on an ongoing basis.

What is the pricing of the MARKENDIUM resources?

MEMBER PRICING <i>*Introductory Pricing</i>	
Books (Print Format): Full Series (6 Books)	\$159
Individual Books	\$29 per book
Books (EPUB Format): Full Series (6 Books)	\$120
Books (EPUB Format): Individual Books	\$20 per EPUB
Books (Print Format) & Online Course (6 Modules)	\$250
Online Courses	\$25 per module

NON- MEMBER PRICING <i>*Introductory Pricing</i>	
Books (Print Format): Full Series (6 Books)	\$219
Individual Books	\$42 per book
Books (EPUB Format): Full Series (6 Books)	\$180
Books (EPUB Format): Individual Books	\$30 per EPUB
Books (Print Format) & Online Course (6 Modules)	\$399
Online Courses	\$45 per module

*Online modules consist of 25-minute, self-paced, interactive courses focused on the Domains of Practice. Modules will be available for purchase with the full launch of the MARKENDIUM.

Where can I get more information?

smps.org/Education/The-SMPS-Body-of-Knowledge

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