

## The Top Six

What you need to know about the **MARKENDIUM: SMPS Body of Knowledge (BOK)**

### ONE: DESCRIPTION

**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. 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:



### TWO: DELIVERY METHODS

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*

### THREE: CERTIFICATION

The **MARKENDIUM** will serve as a primary source of study materials and educational offerings that SMPS is building upon for those seeking to become certified. The release of the **MARKENDIUM** won't immediately impact the certification process and those preparing for CPSM examination. We anticipate that it will be no earlier than one year from the initial release of the

**MARKENDIUM** before the CPSM test is influenced by the new content. SMPS recognizes there needs to be a period of time to allow candidates to consume and integrate new information. 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. The suggested reading list is not all-inclusive, and candidates may find other references to use as study tool. The newly published **MARKENDIUM** books, which cover the six Domains of Practice, will eventually replace the *Marketing Handbook*, 3rd Edition, one year from initial release.

#### FOUR: IMPACT

- 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.

#### FIVE: PRICE

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

#### SIX: CONTACTS

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