

## 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 industries. The **MARKENDIUM** further defines the six Domains of Practice for the Society and professional services marketing.

### How can I access the MARKENDIUM?

The content of **MARKENDIUM** is available in several ways. One of the key components is a comprehensive book series that further defines the six Domains of Practice for SMPS and the A/E/C industries. These **MARKENDIUM** books were curated by subject matter experts 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 and the following offerings are available:



- [Six Books \(EPUB and print formats\)](#)
  - Publications include: Case studies, theory-into-practice tips, reflections, and a glossary of terms covering the six Domains of Practice. Available on [Amazon](#).
- [Six Online Courses](#)
  - Each 25-minute, self-paced, interactive course will focus on each of the Domains of Practice. The six module set is available in [MARKENDIUM Online Learning](#).

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

The six **MARKENDIUM** books serve as a primary source of study materials and educational offerings SMPS is building on for those seeking to become certified. The Certified Professional Services Marketer (CPSM) examination is refined annually.

Supplemental Reading (SMPS may update this list at any time):

- *A/E/C Marketing Fundamentals: Your Key to Success*
- *[re]wired: Selling Your AE Services in a Post-Recession World*

## How is the MARKENDIUM being used?

The **MARKENDIUM** anchors SMPS educational programming and serves as a framework for 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 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 industries. **MARKENDIUM** is intended to be used in academic and employer settings as well.

## How will the MARKENDIUM stay current?

The **MARKENDIUM** was curated in collaboration with several subject matter experts. 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?

MARKENDIUM PRICING	
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

For more information on **MARKENDIUM**, please visit <https://www.smeps.org/markendum> or contact:

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