

CPSM CODE OF ETHICS

As a Certified Professional Services Marketer (CPSM), you will be expected to adhere to a Code of Ethics. It recognizes your integrity and obligation to maintain high standards of individual professional behavior, as well as your responsibility to promote these same standards within our industry.

As a Certified Professional Services Marketer:

- ... I will maintain and advance my knowledge of professional services marketing, respect the body of marketing knowledge, and contribute to its growth.
- ... I promise to continually seek to raise the standards of excellence in professional services marketing.
- ... I pledge to pursue my professional activities with honesty and fairness, to demonstrate the highest standard of personal conduct, to actively encourage the highest level of ethical standards within the profession, and to report unethical behavior to the Society for Marketing Professional Services.
- ... I promise to practice in a manner that supports the rights of employers, employees, and clients and will not discriminate because of race, sex, age, religion, national origin, sexual orientation, or disability.
- ... I recognize my responsibility to uphold all laws and regulations relating to my firm's policies and activities.
- ... I promise to be loyal to the firm that employs me and pursue its objectives in ways that are consistent with the public interest.

CONSENT AGREEMENT

Please carefully read the following statement and indicate your consent by signing and dating this form below.

In making this application, I fully understand that it is an application for enrollment purposes only in order to complete registration and does not guarantee certification. I will submit to a multiple-choice examination and supply further information as determined by the SMPS CPSM Commission. I further understand and, by my signature below, attest that I now and will in the future adhere to the CPSM Code of Ethics. I further understand that any false statement or misrepresentation that I may make in the course of these proceedings and application may result in the revocation of this application and the issuance of a complaint of violation.

Signature (in ink): _____ Date: _____

The CPSM program does not discriminate on any basis including race, sex, age, religion, national origin, sexual orientation, or disability.