

CPSM – Frequently Asked Questions

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What is a CPSM?

- SMPS offers a credential that recognizes your expertise: Certified Professional Services Marketer (CPSM). It's a designation offered by SMPS whose mission is to engage, inspire, and empower A/E/ professionals for leadership and lifelong learning.
- The CPSM credential is a voluntary certification designed to elevate the professional standards in marketing and business development and influence the future of this vital fields. The CPSM designation serves as a mark of distinction for professional services marketers and business developers, raising their standing with their employers, peers, and those within their profession.

How do I know if I am eligible to take the CPSM examination?

- To sit for the CPSM examination, a candidate must meet the following requirements:
 - Possess a bachelor's degree or an advanced degree plus four years of experience in marketing or business development for firms providing professional services, or
 - Possess an associate's degree plus six years work experience in marketing or business development for firms providing professional services, or
 - Without a degree, have eight years of experience in marketing or business development for firms providing professional services
 - All candidates must pledge to abide by the CPSM Code of Ethics found within the Appendix of the [CPSM Handbook](#).

Does my work experience as a professional services marketer/business developer have to be in the A/E/C industries?

- The CPSM candidate's work experience must be in marketing or business development for a professional services firm, but it does not have to be in the A/E/C industries. It's recommended that a candidate review the skill sets associated with the [SMPS Domains of Practice](#) for knowledge self-assessment.

How do I prepare for the CPSM examination?

- A list of suggested preparation resources is provided [online](#). The CPSM examination is developed according to the [SMPS Domains of Practice](#) and is not based on memorization nor is it linked to specific books or reference materials. Both knowledge and relevant experience are required to complete the examination successfully.
- The SMPS Domains of Practice serve as the foundation for the CPSM exam. Candidates are encouraged to review the Domains and evaluate their mastery level.
- [Markendium](#), the SMPS Body of Knowledge, further defines the Domains and will serve as a useful reference.
- Two online, 50-question, practice tests are available to provide candidates with a better understanding of what the actual examination is like. Each approved candidate will receive complimentary access to one practice test. Detailed information on practice tests is available within the [SMPS CPSM Handbook](#) on page 6.
- An SMPS chapter may have a study group you can join virtually or in-person. Look up a [chapter near you](#) and review their website for details. Study groups do not require approval from SMPS HQ.

How do I apply for the CPSM examination?

- Please go to “[How to Become a CPSM](#)” on the SMPS headquarters website and complete the [Online CPSM Application Form](#) under the “How to Apply” dropdown.

Once I complete the CPSM application what happens next?

- After your CPSM application has been submitted and reviewed by Professional Testing Corporation (PTC), our program vendor/partner, you will be sent a Scheduling Authorization by email. The Scheduling Authorization will indicate how to schedule your exam appointment at a [Prometric](#) testing center.

When will I be notified by Professional Testing Corporation of my eligibility to sit for the examination?

- Once candidates complete the [Online CPSM Application Form](#), PTC will send approved candidates an email called the Scheduling Authorization. These emails are sent out approximately 11 weeks before the first day of the testing window. The emails come from notices@ptcny.com.
- PTC will email candidates should they fail to meet the eligibility requirements.
- PTC will email candidates if their online application is incomplete.

Once my application is approved to take the CPSM examination, when can I test?

- Eligible candidates may select one of two three-week testing windows offered. The testing windows are open March and September. See the [CPSM Handbook](#) for application deadlines.

Can I test more than once within a testing period?

- Candidates may not retest during the same testing period.

Where will I be able to take the CPSM examination?

- The examination is administered at [Prometric](#) testing centers around the world, and you can take the CPSM examination at a testing center most convenient to your location.

Will I be able take the CPSM examination as a paper test?

- The CPSM exam is offered exclusively *online* at [Prometric](#) testing centers.

What do I need to bring with me to the [Prometric](#) testing center on examination day?

- You must bring a paper copy of your Scheduling Authorization from PTC and a current government-issued photo ID, such as a driver’s license or passport. The name on your Scheduling Authorization must exactly match the name on your photo ID.

How many questions are on the CPSM examination?

- The CPSM examination is 150 four-answer multiple choice questions with only one correct answer per question.
- The 150 questions include 130 scored items, plus 20 pre-test items. The pre-test questions are randomly distributed throughout the examination and do not count towards a candidate’s score. The pre-test questions are being evaluated to determine if they perform well enough statistically to be introduced as scored questions on a future examination.

How many questions do I need to answer correctly to pass the 130-question examination?

- The minimum passing score is 93 correctly answered questions.

How much time will I have to complete the CPSM examination?

- Candidates are provided 2 hours and 45 minutes to complete the examination.

How long will it take to get my examination score?

- Candidates will be notified via email by PTC within four weeks of the close of the testing period whether they have passed or failed the examination.

How do I receive my CPSM digital badge and certificate?

- You will be issued a digital badge powered by [BadgeCert](#) that offers a 100% authenticated, always up-to-date way to display and verify your CPSM credential. Your new digital badge can be shared electronically via email, posted to your social media, highlighted on your website, and included on your resume.
- The badge also links to a printable PDF certificate that you can display in your office or business.
- You will receive an email from PTC including your CPSM Digital Badge with instructions.

Can I reschedule my examination within a testing period?

- Candidates are able to reschedule their examination appointments within the same testing period as long as the request is submitted with the timeframe detailed within the [CPSM Handbook](#) on page 4.

Can I transfer my scheduled examination to new testing period?

- Candidates unable to take the examination during their scheduled testing period may request a one-time transfer to a future testing period.
- There is a \$275 transfer fee.
- Detailed information, including how to transfer, can be found within the [CPSM Handbook](#) on page 5.

Can I cancel my scheduled examination appointment?

- Yes, however canceling an examination appointment will result in a forfeiture of examination fees.

How do I sign up to retake the CPSM examination if I do not pass?

- Go to "[How to Become a CPSM](#)" on the SMPS headquarters website and complete a new [Online CPSM Exam Application form](#) under the "How to Apply" dropdown.

What are the re-examination fees?

- You are required to submit a new application online and pay only the retest fee (\$275 member |\$415 nonmember).
- Please note: The application fee is a one-time only fee and is not required to retest.

Do I need to be an SMPS member to take the CPSM examination/be a CPSM?

- No. You do not have to be an SMPS member to take the CPSM examination or maintain the designation after you pass the exam.

Are testing accommodations provided?

- SMPS and PTC support the intent of and comply with the Americans with Disabilities Act (ADA). PTC will take steps reasonably necessary to make certification accessible to persons with disabilities covered under the ADA. Detailed information is available within the [SMPS CPSM Handbook](#) on page 8.

Do I need to recertify?

- All CPSMs must renew their certification every three years. CPSMs are required to accumulate a minimum of 50 CEUs over this three-year period.
- Detailed information on renewing CPSM credentials can be found on the [SMPS CPSM Recertification page](#).

Once I am a CPSM, how many CEUs do I have to earn to maintain the designation?

- CPSMs are required to accumulate a minimum of 50 CEUs over a three-year recertification cycle/period.

Does a non-SMPS program earn CEUs towards recertification?

- CEUs may be earned through SMPS or other organizations offering educational programs with content that encompasses the SMPS Domains of Practice for Professional Services Marketing.

How do I recertify?

- The SMPS Recertification System is hosted by PTC to simplify the recertification process for all CPSMs. CPSMs list (enter) the CEUs they earn in the SMPS Recertification System. They do not have to upload any completed CEU forms, certificates, or other third-party proof of attendance (registration confirmation emails, attendance confirmation emails, etc.) All forms and emails should be kept by CPSMs in a portfolio of CEUs in case they are audited by PTC. CPSMs typically receive an electronic (email) confirmation for all SMPS HQ, regional conference, and chapter programs they attend. These are third-party confirmation messages and should be retained by the CPSMs in their portfolio.

More questions? Please review the CPSM Handbook and/or direct questions regarding the certification process to Professional Testing Corporation, 212.356.0660, or [ptcny@ptcny.com/contact](mailto:ptcny@ptcny.com).