



CERTIFIED PROFESSIONAL SERVICES MARKETER

LIKELY CANDIDATES FOR CREDENTIAL

MILITARY - OFFICER	NO
MILITARY - ENLISTED	NO
INDUSTRY	YES
GOVERNMENT	YES

REQUIREMENTS

The Certified Professional Services Manager (CPSM) credential is offered by the Society for Marketing Professional Services (SMPS).

- Possess a bachelor's degree or an advanced degree, plus four years of experience in marketing or business development for firms providing professional services;
- Possess an associate degree, plus six years of 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.
- Pledge to abide by the CPSM Code of Ethics.
- Complete and submit the online CPSM application form and application fee to Professional Testing Corporation. Include a copy of your college transcript or a notarized photocopy of your degree (when applicable).
- The application will be reviewed, and candidates will receive their Scheduling Authorization from Prometric Testing Center.

TEST FORMAT

The CPSM examination consists of 150 4-option, multiple choice questions that were developed in accordance with the SMPS Domains of Practice.

- Marketing Research
- Marketing Planning
- Client and Business Development
- Proposals
- Promotional Activity
- Management

PUBLICATIONS AND RESOURCES

The following resources can help you prepare for the CPSM examination:

- Domains of Practice for Professional Services Marketers
- CPSM Handbook
- CPSM Study Guide

SMPS recommends that candidates read the following materials in preparation for the CPSM examination.

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

Additional resources can be found through the Certified Professional Services Manager (CPSM) (smps.org) website.

CONTINUING EDUCATION

All CPSMs must renew certification every three years. You must earn Continuing Education Units (CEUs) by December 31, every third year after your certification date. One CEU is awarded for each contact hour of instruction.

- 50s CEUs over a 3-year period
 - » Speaking/Moderating
 - » Authoring articles
 - » Reading articles and responding
 - » Archived/On-demand webinars
 - » Archived/On-demand Free Learning Labs
- Submit Recertification Application