



CPSM INFO SESSION: EVERYTHING YOU WANT AND NEED TO KNOW ABOUT THE CPSM CERTIFICATION | November 29, 2016

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- CPSM program is changing in an effort to streamline and equalize test preparation across the Society: out of date books, practice tests not indicative of test questions, candidates not sure how to study, etc.
- Updated [Domains of Practice](#) in 2014
- New MARKENDIUM (aka body of knowledge)
 - » [MARKENDIUM Essentials books](#) released in August 2016
 - » Written by the Society and updated biannually
 - » Structured around domains (one book per domain)
 - » [Online learning](#) currently includes one practice test and learning labs by domain, and will include additional certification training and study prep materials (Summer 2017)
- **CPSM exam questions are sourced to [current reading list](#) until Summer 2017!** Then, **ALL** questions will be sourced to MARKENDIUM books. Note: many of the concepts and principles are the same, but there is added/updated content in MARKENDIUM (e.g., social media) that is not in the current reading list.
- CPSM examination process updated as of June 2015:
 - » The CPSM exam is now offered exclusively online at [PSI testing centers](#)
 - » Once you [register for the exam](#), you have to visit the [PSI website](#) to schedule an appointment to take the exam. **Note:** After you register for the exam, you will have one year from that date to take it online.
- CPSM Exam questions
 - » Over 400 possible questions, exam is 150 multiple choice questions with four possible answers (only one is correct)
 - » Are based on concepts and principles (overlook outdated references in current reading list material)
 - » Are mostly application based (situational); only a few are recollection based (memorization)
 - » Are based on SMPS best practices, NOT on what you might do and/or what might be successful at your firm
 - » Are categorized by the six Domains of Practice:
 - Marketing Research (13%)
 - Marketing Planning (18%)
 - Client and Business Development (20%)
 - Proposals (18%)



- Promotional Activity (13%)
- Management (18%)
- » Questions are added/removed every year
 - Review how existing questions have performed over time and remove/reword those that are too easy or too confusing
 - Develop new questions from CPSMs around the country with the help of a third party testing consultant
- Study resources:
 - » [Study guide](#) (updated Jan 2016; sourced to current reading list) is available for purchase (\$49.99 for members; \$59.99 non-members)
 - » [Practice exam available online](#) (have to be logged in)
 - 75 questions retired from previous CPSM exams (half of an exam)
 - Timed (1.5 hours to complete)
 - » Be wary of using PowerPoints, flash cards, practice exams, or study materials from other chapters! These may not be indicative of what's on the exam because they weren't developed by the Society.
- **Recommendations:**
 - » If you've already been studying or already have the books from the current reading list, it's recommended that you **take the test prior to June 2017.**
 - » Kevin's advice for exam preparation:
 - Read the books
 - Join a study group
 - Take your time (sit for the exam when you feel you are ready!)
- **Current Reading List**
 - » [A/E/C Marketing Fundamentals: Your Key to Success](#) \$45.00 Amazon
 - » [Marketing Handbook for the Design & Construction Professional, Third Edition](#) \$69.95 BNi
 - » [Creating Rainmakers: The Manager's Guide to Training Professional to Attract New Clients](#) (Author: Ford Harding) \$39.62 Amazon
 - » [The Architecture of Value: Building Your Professional Practice](#) (Author: Craig Park) \$24.95 on Amazon
 - » [Rainmaking: Attract New Clients No Matter What Your Field](#) (Author: Ford Harding) \$14.95 Amazon
 - » [\[re\]wired: Selling Your AE Services in a Post Recession World](#) (Authors: David A. Stone and Gail Hulnick) \$19.00 Amazon
- **Future List**
 - » [MARKENDIUM: The Essentials \(Volume 1-6\)](#) \$159.00 paperback / \$120.00 Kindle Amazon