



Senior Marketing Professional Certification



EUROPEAN
MARKETING
CONFEDERATION



MARKETING
INSTITUTE
IRELAND

Senior Marketing Professional (SMP) Certification

Europe recognised professional certification for experienced marketing leaders

Setting the Standard for Marketing Leadership in Europe

For over 60 years, Marketing Institute Ireland (MII) has championed the professionalisation of marketing, helping marketers develop the knowledge, skills and standards needed to deliver greater business impact. As marketing continues to evolve, today's leaders must demonstrate strategic expertise, ethical leadership and measurable results.

That is why we are proud to introduce the Senior Marketing Professional (SMP) programme: a three-year Continuous Professional Development (CPD) certification designed for ambitious, experienced marketers ready to benchmark themselves against the highest European standards.

The SMP certification from the European Marketing Confederation (EMC) & MII, is recognised across Europe as a mark of excellence, credibility, and commitment. It offers senior marketers formal recognition for both past achievements and future-focused development. This programme provides a clear structure for maintaining and growing your expertise, ensuring you remain relevant and influential in a rapidly evolving landscape.

The SMP programme is not a course — it is a journey. It supports marketing professionals who are committed to lifelong learning, equipping them with the tools to stay ahead of industry trends, expand their strategic impact, and lead with confidence. Whether you specialise in brand, digital, B2B, analytics, or customer experience, SMP certification affirms your leadership in the field.

We are proud to spotlight the SMP programme, bringing together leaders and visionaries across sectors who are shaping the future of marketing across Europe. Through participation in this programme, you join a network of elite professionals committed to excellence, ethical practice, and the pursuit of continuous improvement.

This is your opportunity to take your place among Europe's top marketing professionals — to grow, to be recognised, and to lead with purpose.

Welcome to your Senior Marketing Professional journey.

Warm regards,
Shane McGonigle

Chief Executive Officer
Marketing Institute Ireland



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SMP Overview

European Certification: Senior Marketing Professional Programme

The European Marketing Confederation (EMC) is the awarding body for this pan-European accreditation. The Senior Marketing Professional (SMP) programme enables marketers to enjoy recognition throughout Europe for their expertise and dedication to professional competence. MII is a founding member of the EMC and the only body in Ireland that can provide this accreditation.

MIl is the only accredited organisation in Ireland that can provide the internationally recognised SMP certificate for marketing professionals.

About SMP

As a marketer you never stop learning. The marketing profession is subject to continuous change and marketers are expected to keep up with these developments. But how do you show that you are that highly qualified marketer who has the required competence and up-to-date professional knowledge? You do this by becoming a Senior Marketing Professional.

Being a Senior Marketing Professional means entering a Continuous Development Program, where you follow a defined path to build and maintain your professional competence. A CDP program is used in many professions, as lawyers, doctors accountancy and banking. In marketing, the SMP program is a European accredited system by EMC at a EQF level 6.

Purpose of Professional Certification

- To establish high consistent standards for the marketing profession both nationally and internationally.
- To encourage a culture of continuous learning and ongoing professional development among marketing professionals.
- To promote the exchange of knowledge and experiences, contributing to the elevation of standards across the marketing field.
- To support and reinforce the commitment of marketing professionals to ethical practices and principles in their work.



Requirements to Achieve and Maintain SMP Status

1. Professional Competence:

Must have successfully completed the Senior Level MII National Marketing Competency Assessment and been awarded the MII Senior Certificate of Professional Competency.

2. Relevant Education or Qualification:

The candidate's level of knowledge is determined by one of the following qualifications/degrees (EQF), minimum:

- NFQ level 8 (i.e. Honours Bachelor's degree, Higher Diploma) in Marketing or
- NFQ level 9 (i.e. Master's degree) in General Management

3. Professional Experience:

The candidate must demonstrate and indicate at least 5 years of professional experience in the field of marketing management, holding the following management positions:

- Responsibilities related to the general management of marketing and its team: Marketing Director, Marketing Manager, etc.;
- Strategist or Consultant positions at the management level, where most of the activities are related to general or specific marketing;
- General Management positions, where the manager is directly responsible for marketing activities and their results.

4. Commitment to Continuous Professional Development (CPD):

Engage in a 3-year CPD programme, earning points (qualification hours) through formal learning activities such as MII and partner training, seminars, and courses. Points are also awarded for sharing expertise in mentoring, giving presentations, writing articles, contributing to examinations, and other non-primary activities. These points must be registered with the MII.

5. MII Membership:

Commitment to maintain MII membership for the duration of the SMP Certification validation period.

6. Impeccable Reputation: Maintain a strong, ethical professional reputation.

7. Compliance with Ethical Standards: Adhere to the EMC Code of Ethics and meet all conditions outlined for SMP certification



Points System

CDP Points System

To obtain and maintain SMP certification and membership, candidates must meet and adhere to the standards set by both the European Marketing Confederation (EMC) and Marketing Institute Ireland (MII).

As part of this commitment, professionals are required to engage in Continuous Professional Development (CPD) activities, which are tracked through a structured points system.

To receive and maintain the SMP title, a marketer must earn 30^ points annually and a total of 90^ points every three years through continuous learning and relevant accredited activities.

"This blended approach ensures that both knowledge acquisition and contribution to the profession are recognised and valued."



Formal Learning

A minimum of 20^ points per year can be earned through formal learning

- Accredited training courses
- Masterclasses
- Webinars
- Conferences
- Educational activities
- Winning an MII AIM Award
- Senior Marketing Competency Assessment

Professional Activity

A maximum of 10^ points per year can be earned by sharing their professional experience

- MII AIM Awards – Submission / Presenting / Judging
- Mentoring
- Presenting at seminars and conferences
- Participating on committees
- Lecturing
- Speaking engagements
- Judging
- Networking events
- Volunteering within the marketing community
- Completing questionnaires

Points System

You earn 1 point per hour for the first 8 hours of an activity and then earn 0.5 point per hour for each subsequent hour.



Benefits

Benefits of SMP Certification

- **International Recognition:**
The marketer will be registered in the European Register, demonstrating their status as an internationally recognised Senior Marketing Professional (SMP).
- **Professional Identity:**
The marketer is entitled to use the SMP designation after their name and display the official SMP logo on business cards, LinkedIn profiles, letterheads, and websites.
- **Credibility & Expertise:**
The SMP title serves as a testament to up-to-date professional competence, extensive knowledge, and experience in the marketing field.
- **Ethical Commitment:**
SMPs adhere to the EMC Code of Conduct, providing assurance to clients and employers of their commitment to ethical standards and responsible professional practices.

**Recognition
Credibility
Commitment**

Interested in learning more

If you're interested in learning more about the MII / European Marketing Confederation – Senior Marketing Professional Certification please email: **professional@mii.ie**

