

Accredited Training + Certification Readiness!



FOUNDATIONAL LEVEL

Certified Professional Category Analyst – CPCA *10 credits*

12 Courses Included —

- Category Management Overview
- Retailer Strategy
- Category Definition & Segmentation
- Category Roles
- Category Strategies
- Understanding and Using Data
- Completing a Category Assessment
- Category Tactics and Analytics
- Category Management on Limited Data
- Develop and Implement a Category Plan
- Building PowerPoint and Presentation Skills
- Building Excel Skills

INTERMEDIATE LEVEL

Certified Professional Category Manager – CPCM *10 credits*

11 Courses Included —

- Building Data Competency: Panel Data
- Building Data Competency: POS Data
- Measuring Category Health (Baseline & Incremental Drivers)
- Efficient Assortment: A Step-by-Step Process
- Pricing Strategies and Analysis Techniques
- Promotion Analysis Techniques
- Advanced Analytics: Relativity
- Fact-Based Selling
- Space Management Fundamentals
- Leveraging Data for Advanced Shelving Solutions
- Store Clustering Through Store Level and Geodemographic Data

ADVANCED LEVEL

Certified Professional Strategic Advisor – CPSA *5 credits*

5 Courses Included —

- Understanding and Marketing to Your Shopper
- Retailer Economics and the Supply Chain
- Strategic Supply Chain Management
- Strategic Selling
- Collaborative Business Planning

CERTIFICATION PREP

1 credit per item

Discovery Exam (identify level of certification)

Full Practice Exams (CPCA + CPCM)

Mini Exams & Study Materials (CPCA + CPCM)