

Accredited and Non-Accredited Course List

Each course = 1 credit

CERTIFICATION PREP

Discovery Exam
(identify level of certification)

Full Practice Exams (CPCA + CPCM)

Mini Exams & Study Materials
(CPCA + CPCM)

FOUNDATIONAL

- ✓ 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

- ✓ 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

- ✓ Understanding and Marketing to Your Shopper
- ✓ Retailer Economics and the Supply Chain
- ✓ Strategic Supply Chain Management

- ✓ Strategic Selling
- ✓ Collaborative Business Planning

CATMAN 2.0

- ✓ CatMan 2.0 Introduction: What's Changed?
- ✓ The "What" Assessment: Category Insights Using Advanced Data Sources
- ✓ The "Why" Assessment: Shopper Insights, The Missing Puzzle Piece
- ✓ Developing Shopper-Focused Category Management Scorecards
- ✓ Assortment: New Shopper-Focused Metrics and Advanced Technologies
- ✓ Space Management: Space Optimization and Advanced Technologies
- ✓ Pricing: New Analytics, Issues, Challenges and Opportunities
- ✓ Promotion: New Analytics and Implications for Retailers and Manufacturers
- ✓ Shopper Marketing: Applying a New Tactic Into Category Management

- ✓ Building an Organizational CatMan Structure and Strategy
- ✓ Developing Shopper-Based CatMan Foundations
- ✓ Deployment, Supply Chain, and ROI: Important Considerations For Success

WEBINARS

- ✓ Applying Critical Thinking to CatMan Work
- ✓ Category Management in eCommerce
- ✓ Catman 2.0: Shopper Marketing and Shopper Insights in the Category Management Process
- ✓ CatMan 2.0™ Introduction: What's Changed?
- ✓ Improving Your Business Acumen in Category Management
- ✓ Unlocking CatMan 2.0: What are the Opportunities?
- ✓ Ways to Identify Growth Opportunities in Your Business
- ✓ Developing Your Soft Skills
- ✓ New Shopper Perspectives – The Evolution

- ✓ Rocking Your Presentations in PowerPoint
- ✓ Trends that Will Affect Category Management
- ✓ Best in Class Category Reviews. Part 1 & Part 2
- ✓ Seasonality Analysis for your Post Season Holiday Evaluation
- ✓ Story Telling, More Than Just Fact-Based Selling

TOPIC-SPECIFIC COURSES

- ✓ Increasing Effectiveness in an Analytic World
- ✓ Retailer Strategy in Convenience Channel
- ✓ Baby Boomers: A Marketing Opportunity
- ✓ Hispanic Americans: An Opportunity
- ✓ In-Store Marketing Overview: The Basics
- ✓ 6 Steps to Create Effective In-Store Market

Contact Member Services to set up your training consultation meeting by email: memberservices@cpccatnet.org
<http://catman.global>

