**Courses which include certification modules from Learning Evolution**

**Learning Program Category Analyst Course Instructor (CPCA) Certification Content**

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| Basic Industry Knowledge | Required | MARK 3325/4325 – Retailing/ Operations | Dr. Camp/Jones |
| Category Management History and Process | Required | MARK 3325/4325 – Retailing/ Operations | Dr. Camp/Jones |
| Pricing Analysis | Required | MARK 3325/4325 – Retailing/ Operations | Dr. Camp/Jones |
| Promotion Analysis | Required | MARK 4340 – Retail Analytics | Dr. Byun |
| Assortment Analysis | Required | MARK 3325/4325 – Retailing/ Operations | Dr. Camp/Jones |
| Spreadsheet Development | Required | MARK 4380 – Marketing Research | Dr. Byun |
| Presentation Development | Required | MARK 3311 – Principles | As assigned |
| Syndicated Scanner Data | Required | MARK 4340 – Retail Analytics | Dr. Byun |
| Syndicated Panel Data | Required | MARK 4380 – Marketing Research | Dr. Byun |
| Retailer POS Data | Required | MARK 4340 – Retail Analytics | Dr. Byun |
| Space Planning Software | Recommended (basic) | MARK 4444 – Planning course currently under development | As assigned |
| Relational Databases | Recommended (basic) | MARK 4340 – Retail Analytics  | Dr. Byun |

**Courses which include cover category management certification material. These courses also contain the certificate modules from Learning Evolution.**