Student Outcomes for Certified Professional Category Analysts (CPCA)

	A. Basic Industry Knowledge – CPCA Required
Course MARK 3325/4325	Learning programs at this level will impart a general understanding of the retail and manufacturing landscape, as well as key dynamics and trends that can affect category performance.
Week 1	Identify the typical industry acronyms and their meaning
Week 3	Explain the current channel dynamics and trends
Week 3	Describe the current manufacturer and retailer landscapes by category (i.e. major players, channels, etc.)
Week 8	Explain differences between various retailer go-to-market strategies (i.e. EDLP, high/low, warehouse clubs, specialty, etc.)
Week 4	Identify current population and demographic trends and their impact on specific categories.
	B. Category Management History and Process – CPCA Required
Course MARK 3325/4325	Learning programs at this level will impart understanding of the history, origins, and best practices of Category Management. Participants will learn the key steps in the Category Management process, gain exposure to the application of the Category Management process through review of practical examples and its application at retail.
Week 2	Explain the history, origins and industry best practices of Category Management
Week 2	Describe the key steps of the Category Management process
Week 2	Explain the typical Category Management capabilities required by all channel partners
Week 16	Provide practical examples of how the Category Management process can be applied at retail
Week 8	Identify various category opportunities (i.e. SWOT analysis)
	C. Pricing Analysis – CPCA Required
Course MARK 3325/4325	Learning programs at this level will impart the basic skills of understanding key pricing metrics (i.e. non-promoted price, promoted price, average price, etc.) as well as the ability to assess a given retailer's prices compared to the overall marketplace.
Week 12	Explain the syndicated methodology for reporting various types of pricing (i.e. non-promoted price, promoted price, average price, etc.)
Week 12	Assess current retailer pricing as compared to the overall marketplace.
Week 12	Quantify the impact of price change (i.e. category sales performance before and after the price change)
Week 12	Measure the level of discount between non-promoted and promoted pricing and the impact on profitability

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	D. Promotion Analysis – CPCA Required
Course MARK 4340	Learning programs at this level will impart the skills to evaluate category promotion effectiveness. Analysts at this level will be able to identify the best and worst promoted weeks, as well as the level of effectiveness (i.e. lift, reach, depth and support).
Weeks 5-7	Explain the syndicated methodology for reporting various types of promotion activities (i.e. features, displays, temporary price reductions)
Weeks 5-7	Explain the syndicated methodology for reporting base versus incremental volume, as well as the difference between promoted and non-promoted volume
Weeks 5-7	Describe the impact of quality merchandising components as measured by incremental volume, breakeven analysis and incremental lift calculations
Weeks 5-7	Identify promotion effectiveness (i.e. lift, reach, depth and support)
Weeks 5-7	Quantify the best/worst promoted weeks for a given product, segment or category
	E. Assortment Analysis (basic) – CPCA Required
Course MARK 3325/4325	Learning programs at this level will impart the basic skills of assortment analytics. Analysts functioning at this level will understand the basics methodologies to provide data-driven assortment recommendations.
Week 13	Describe the principles between variety versus duplication
Week 11	Explain what market coverage is and its importance
Week 11	Describe how a Pareto chart visualizes item assortment productivity
Week 13	Articulate key rationale for adding, deleting or keeping an item in distribution
Week 11	Create a ranking list of products (UPC's or SKU's) based on appropriate sales metrics
Week 13	Identify low performing items that should be discontinued in favor of better performing items that are not carried
	F. Spreadsheet Development (basic) – CPCA Required
Course MARK 4380	Learning programs at this level will impart the basic skills of working with spreadsheet development software such as Microsoft Excel including: creating worksheets, performing calculations, modifying worksheets, formatting worksheets and printing worksheets. In addition, learning programs at this level will impart advanced skills that leverage the use of formulas, calculate data across worksheets, organize the worksheet and data tables and create charts.
Weeks 7-8	Create a basic worksheet
Weeks 7-8	Perform calculations and formulas to analyze data
Weeks 7-8	Modify and format a worksheet
Weeks 7-8	Present data using charts
Weeks 7-8	Manage large workbooks, work with multiple workbooks
Weeks 7-8	Organize worksheet and table data

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	G. Presentation Development (basic) – CPCA Required
Course MARK 3311	Learning programs at this level will impart functional proficiency of presentation development software such as Microsoft PowerPoint to include creating, navigating and editing presentations with high visual impact.
Week 9	Navigate presentation development software
Week 9	Create and format individual slides
Week 9	Add graphics and drawing objects to your presentations
Week 9	Add tables and charts
Week 14	Modify, proof and deliver presentations
	H. Syndicated Scanner Data (basic) – CPCA Required
Course MARK 4340	Learning programs at this level will impart the basic skills of utilizing syndicated scanner data software such as Nielsen or IRI. Analysts at this level will demonstrate the ability to identify the market or customer-level data measures required when confronted with a specific task. Proficiency in performing basic market or customer level data pulls must be acquired in order to help address business specific issues. Analysts at this level will develop a comprehensive understanding of the basic market-level analysis capabilities.
Weeks 7-9	Explain the basic syndicated scanner data methodologies for gathering raw data and preparing it for general syndicated use
Weeks 7-9	Describe the basic fundamentals of syndicated scanner data (i.e. drivers of sales volume, difference between base and incremental volume, etc.)
Weeks 7-9	Identify the appropriate market or customer-level data measures to utilize when confronted with a specific task
Weeks 7-9	Chart the seasonality of a given product's, segment's or category's sales
Weeks 7-9	Access and utilize the full basic capabilities in syndicated scanner analytic tools (i.e. Nielsen, IRI)
Weeks 7-9	Pull basic market or customer level data to assess business-specific issues
	I. Syndicated Panel Data (basic) – CPCA Required
Course MARK 4380	Learning programs at this level will impart analysts with the ability to use consumer household panel data to evaluate how shoppers purchase and use products of key brands and categories. Completion of this learning program will provide analysts with the insights necessary to better work with deal with consumer and shopper behavior data.
Weeks 12-13	Explain the basic syndicated panel data methodologies for gathering raw data and preparing it for general syndicated use
Weeks 12-13	Describe when it is appropriate to use panel vs. scanner data
Weeks 12-13	Develop consumer demographic profiles for the category, segments and key brands, as well as for specific retailers
Weeks 12-13	Quantify the components of sales volume (i.e. consumer buying rate, frequency, purchase cycle and purchase size)
Weeks 12-13	Identify shopper penetration and loyalty across retailers and channels
Weeks 12-13	Assess the importance of heavy vs. light buyers
Weeks 12-13	Identify market basket value when a given item is in the basket

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	J. Retailer POS Data Analysis (basic) – CPCA Required
Course MARK 4340	Learning programs at this level will impart analysts with the ability to access and use store level data to assist in category performance evaluation and in-store execution. Additionally, analysts will learn to use store clusters to determine category performance (control/test stores). Finally, this learning program will teach analysts how to integrate store POS data with syndicated and other data for analysis.
Weeks 10-11	Access and prepare for use general POS data
Weeks 10-11	Use store clustering analysis
Weeks 10-11	Measure before and after results for in-store testing
Weeks 10-11	Integrate retailer POS data with scanner and other data
	K. Space Planning Software (basic) – CPCA Recommended
Course MARK 4444 Under Development	Learning programs at this level will impart the basic skills of using space planning software including; opening and loading program files, changing files and accessing software features. Analysts at this level will be able to demonstrate the ability to build projects from scratch, opening and editing projects to include moving existing products from shelf to shelf. Proficiency at this level requires an excellent understanding of space planning software. This includes changing certain values at different levels and understanding how these changes will affect results.
	Create a new project from scratch
	Load previously created files
	Add, remove and move products from shelf to shelf
	Demonstrate an ability to maintain an aesthetic layout (i.e. clean lines, blocking)
	Explain relationships across levels (i.e. how data changes relate across levels)
	L. Relational Databases (basic) – CPCA Recommended
Course MARK 4340	Learning programs at this level will impart a variety skill relating to relational database software, such as Microsoft Access functionality including: understanding access operators and expressions, creating multi-table and crosstab queries, creating and updating relational database tables with action queries, designing custom multi-table forms and preparing advanced reports.
Weeks 13, 15	Work with relational databases and tables
Weeks 13, 15	Enter, edit, and validate access table data
Weeks 13, 15	Sort, find, and filter data
Weeks 13, 15	Link, import, and export tables
Weeks 13, 15	Design queries for relational databases
Weeks 13, 15	Create and use relational database forms