



# Learning Evolution

Learning Evolution's goal is to provide learning services focusing on technology based training and development solutions. Its client base includes many of the category captains throughout the consumer packaged goods industry.

Learning Evolution works with the Category Management Association to provide courses that meet their standards for certification in the three areas of category management.

Learning Evolution's training portfolio includes e-learning courses, as well as our unique Skill UP! courses that provide an accelerated training course.



## CPCM Category Management E-Learning Course

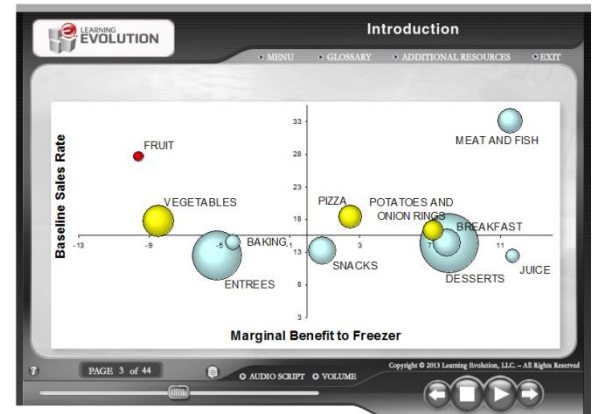
### Target Audience

Learning Evolution's CPCM E-Learning course is designed for those with some experience in Category Management positions, or for current Category Managers looking to improve their knowledge. This course is designed to match up 1:1 with the 15 standards to become a Certified Professional Category Manager through the Category Management Association. For more information on the certification process, click [HERE](#). This course can also give sales and support teams valuable insights into consumer behavior.

### Objectives of the Program

The course provides insights into the key drivers of sales and growth, as well as how to identify opportunities. The course also trains the following skills:

- Learning advanced techniques in filtering, scripting, and aggregation. Identify store-level data and combine data to perform in-depth analyses
- Understanding shopper data in conversion, leakage and share of wallet to identify growth opportunities
- Creating Demographic profiles by products & retailers & identifying product demand by store and zip code
- Comprehending economic drivers for category and supply chain management



### Course Overview

This program is a web-based training program, accessible from anywhere with a computer and internet access. The program is broken up into 15 courses, each taking 50-60 minutes to complete, along with pre- and post-assessments for each course. The courses can be visited any time in the duration of the license. Once the course is completed, the next step is to apply for certification with the Category Management Association.

The program includes a number of value-added benefits. There are downloadable Excel and PowerPoint files to assist in learning, as well as case studies to apply the knowledge to real-world situations. In addition, the lesson player includes a direct link to CatManHelp.com, an online resource for additional learning and training in Category Management. Finally, reporting is included, so you can monitor employee progress in the program.

### Study Time

15 Hours



## Program Contents

### Certified Professional Category Manager

- Assortment Analysis (advanced)
- Spreadsheet Development (advanced)
- Presentation Development (advanced)
- Syndicated Scanner Data (advanced)
- Syndicated Panel Data (advanced)
- Retailer POS Data Analysis (advanced)
- Space Management
- Store Level Data
- Syndicated Geodemographic/Behavioral Data
- Opportunity Identification for Actionable Insights
- Root Cause Analytics
- Comprehensive Category Reviews
- Understanding Category Shopper Behavior
- Leveraging Data for Basic Business Solutions
- Retailer Economics and Supply Chain (basic)

### Product Features

- In-Lesson knowledge checks
- Downloadable Excel And PowerPoint Files
- Case Studies for real world application – our lessons are actionable
- Direct link to CatManHelp.com, an online resource for category management assistance
- Available in English or Español
- Pre- and post-assessments to track improvement
- Reporting to track employee progress
- Direct link to apply for CPCM certification with the CMA

### Pre- and Post-Assessment Evaluations

The series of pre- and post-assessments offer the user an opportunity to see how effective this course is at increasing their knowledge. They will be able to compare their scores before and after going through the course, seeing their improvement through the knowledge they have gained.

## Other Courses Available from Learning Evolution

CPCA Category Management

CPSA Category Management

3 Track Category Management Bundle

