



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.

CPSA Category Management E-Learning Course

Target Audience

Learning Evolution's CPSA E-Learning course is designed for those who aspire to be experts in the CPG industry, and to grow the skills necessary to successfully implement product strategies and drive category growth. This course is designed to match up 1:1 with the 8 required standards to become a Certified Professional Strategic Advisor 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 aims to provide an understanding of business dynamics, help to identify objectives, and set strategic and tactical goals. The course also trains the following skills:

- Using advanced metrics from retailers to understand the economics & performance in their business
- Learning shopper segments in retail marketing, and the methodologies used in their identification
- Understanding advanced cannibalization, source of volume and incremental item contribution

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 8 courses, each taking 60 minutes to complete, along with a pre- and post-assessment 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 use the link provided in the training platform to apply for certification with the CMA.

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

9 Hours



Program Contents

Certified Professional Strategic Advisor Courses

- Retailer Economics and Supply Chain (advanced)
- Joint Business Planning & Value Creation
- Collaborative Partnerships
- Consultative Communication
- Understanding Shopper Behavior, Beyond the Category
- Retailer Shopper Segmentation
- Leveraging Data for Advanced Shelving Solutions
- Leveraging Data for Advanced Assortment Solutions

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 CPSA certification with the CMA

Other Courses Available from Learning Evolution

CPCA Category Management

CPCM Category Management

3 Track Category Management Bundle

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.



