



SOULES
COLLEGE of
BUSINESS

DEPARTMENT OF MANAGEMENT & MARKETING

*Certification valued in excess of \$1,000 at
NO COST to all UT Tyler Marketing majors.*

CATEGORY MANAGEMENT CERTIFICATION

What is Category Management?

Category Management is a collaborative continuous process between manufacturers and retailers to manage a product category at retail. The purpose is to optimize shopper satisfaction.

The end result is a combination of assortment, price, shelf presentation and promotion which optimizes category performance over time.

How does this program benefit me?

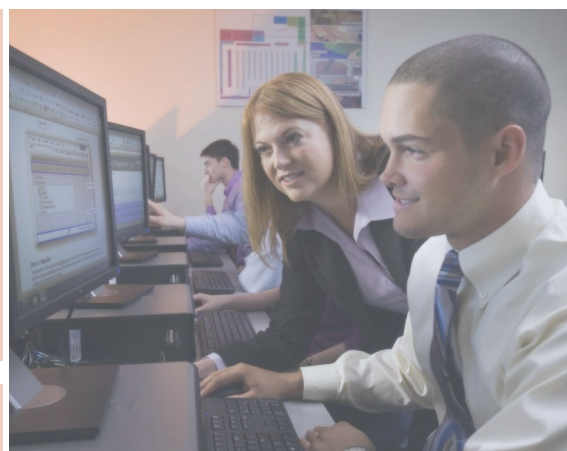
Upon completion of the Certified Professional Category Analyst (CPCA) competency modules, you will build foundational job role proficiencies and have functional experience to give you on-the-job confidence.

- Establishing foundational knowledge is important in giving you an advantage over your peers when it comes to searching for jobs and securing a position.
- These modules are currently being used to train teams from world class companies such as PepsiCo, Starbucks, Walmart, Nestle, General Services Administration, and more.



- Completing the modules will provide a competitive advantage over peers when searching for a job.

For information about final certification visit www.cpgcatnet.org.



Achieve your career goals & expand your professional education.

The Learning Evolution modules provide certificates of mastery for 10 CPCA competencies.

Marketing courses with CPCA modules:

- MARK 3311: Principles of Marketing
- MARK 3325: Retailing in 21st Century
- MARK 4340: Consumer Insights
- MARK 4380: Marketing Research

www.utt Tyler.edu/cbt/manamark/marketing



CERTIFIED COURSEWORK
Category Management Association



CATEGORY MANAGEMENT CERTIFICATION

The University of Texas at Tyler Soules College of Business's marketing department is proud to offer marketing majors the opportunity to participate in the certification program for Certified Professional Category Analyst. Through an affiliation between the College and an industry-leading program developer, you will have access to the 10 required competency modules. Completion of the modules qualifies you to sit for the National Category Analyst exam and will differentiate you from competition when looking for a career with top-branded retailers and manufacturers such as PepsiCo, Seven Eleven, Walmart, Brookshire Grocery Company, Red Bull, Kraft, and many others.

Starting Fall of 2015, marketing majors will be able to begin completing the modules embedded within the course work of a variety of marketing classes.

Courses which include certification modules from Learning Evolution:

COURSE	CERTIFICATION CONTENT
MARK 3311 – Principles of Marketing	Category Management History & Process
MARK 3325/4325 – Retailing/Operations	Basic Industry Knowledge
MARK 3325/4325 – Retailing/Operations	Presentation Development (Basic)
MARK 3325/4325 – Retailing/Operations	Pricing Analysis
MARK 3325/4325 – Retailing/Operations	Assortment Analysis (Basic)
MARK 4340 – Consumer Insights	Promotion Analysis
MARK 4340 – Consumer Insights	Syndicated Scanner Data (Basic)
MARK 4340 – Consumer Insights	Retailer POS Data Analysis (Basic)
MARK 4380 – Marketing Research	Spreadsheet Development (Basic)
MARCK 4380 – Marketing Research	Syndicated Panel Data (Basic)

Students who pass all the modules will be eligible to sit for an additional exam outside of the University to attain the title of Certified Professional Category Analyst. For each completed module students will earn a certificate of completion for the area completed.

Industry leaders who wish to attain this certificate must pay thousands of dollars to do so. Students could normally expect to pay well in excess of \$1,000.00 to complete the modules. The modules embedded in the marketing courses, through a special arrangement with the Dean, will be included at no additional cost to you via special scholarship funding.

Please follow up with your advisor to learn more about enrolling in these courses and for further details. The marketing curriculum is available online at www.uttyler.edu/cbt/manamark/marketing.