

Category Management Association Accreditation

Australia & New Zealand
shop!

Shop! ANZ is the agent for the Category Management Association





Our Mission

The CMA, a Professional Association, exists to help its members drive meaningful category and brand growth by building shopper satisfaction and facilitating strategic collaboration between retailers, suppliers and solution providers.

The CMA...

- Provides broad thought leadership;
 - Establishes industry benchmarks and best practices;
 - Develops relevant certification/continuing education/collegiate curriculum;
 - Facilitates collaboration and networking; and
 - Creates robust and rewarding career paths and professional development
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Our Commitment

The CMA is committed to continue:

- Providing broad thought leadership
 - Establishing industry benchmarks and best practices
 - Developing relevant certification/continuing education/collegiate curriculum
 - Facilitating collaboration and networking
 - Creating robust and rewarding career paths and professional development
 - Growing in CMA's services:
 - Member Services
 - Conferences
 - Best Practices/Consulting
 - Strategic Alliances/Partnerships
 - Career Services
 - Certification
 - Living in a non-competitive environment
-

CMA members include



MARS



Kimberly-Clark



Kellogg's

Coca-Cola

CHOBANI



3M



Hallmark



Beiersdorf

KANTAR RETAIL



IRi
Growth delivered.

nielsen



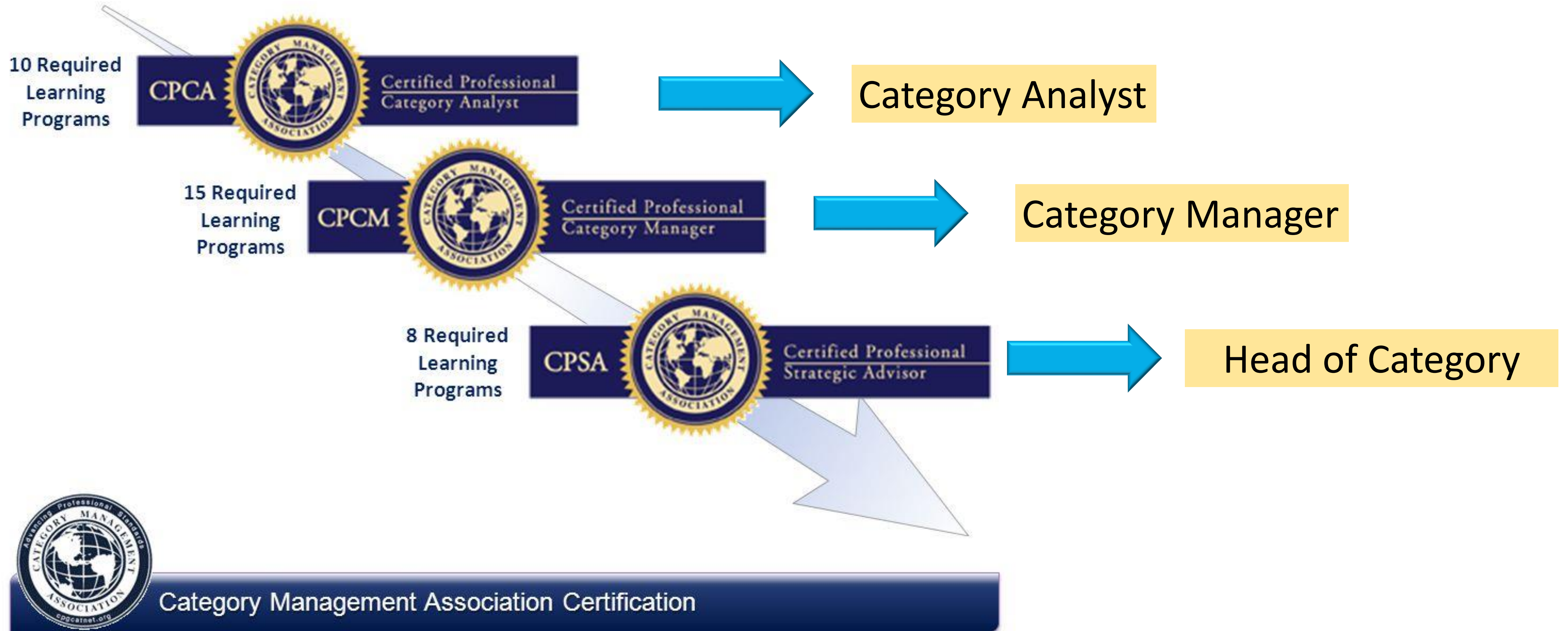
Mondelēz
International



Exactly what does this mean?

1. Certification – Internationally recognised
2. US Content
3. CMA Conference - 23-26th February Dallas TX

3 CERTIFICATION LEVELS



Why Certification?

Certification addresses the following industry needs:

- A world wide talent focus
- Objective testing to determine proficiency
- Clear terminology and program presentation
- International



The industry standards are the foundation of The CMA Certification Program

- Certification standards are constantly evaluated to ensure they reflect current industry best practice
- The current standards are being revised to address Cat Man 2.0
- Revised standards were introduced in 2017

Objective testing is required for CPCA Certification

- The CPCA test consists of 60 multiple choice questions drawn directly from the learning outcomes for the Learning Programs identified in the CMA standards.
- The test must be completed in 75 minutes
- Testing is randomized; meaning each test is constructed by drawing from a 165 question pool.
- Test question distribution is as follows:
 - Basic Industry Knowledge – 9 Questions
 - Category Management History & Process – 9 Questions
 - Pricing Analysis – 7 Questions
 - Assortment Analysis – 7 Questions
 - Promotion Analysis – 7 Questions
 - Syndicated Scanner Data – 7 Questions
 - Syndicated Panel Data – 7 Questions
 - Retailer POS Data – 7 Questions



Certification - CPCM



Objective testing is required for CPCM Certification

- The CPCM test consists of 70 multiple choice questions drawn directly from the learning outcomes for the Learning Programs identified in the CMA standards.
- The test must be completed in 90 minutes
- Testing is randomized; meaning each test is constructed by drawing from a 200 question pool.
 - Assortment Analysis – 7 Questions
 - Syndicated Scanner Data – 7 Questions
 - Syndicated Panel Data – 7 Questions
 - Retailer POS Data – 7 Questions
 - Space Management – 7 Questions
 - Store Level Data – 7 Questions
 - Syndicated Geodemographic Data – 7 Questions
 - Opportunity Identification for Actionable Insights – 7 Questions
 - Understanding Category Shopper Behavior
 - Category Management



Certification - CPSA



Essay testing is required for CPSA

- The CPSA test consists of 8 essay questions drawn from each of the 8 Learning Program identified in the CMA standards.
- Each of these essay questions asks the candidates to identify projects they have completed in the past that align their experiences to the Learning Program outcomes identified in the standards.
- There is no time limit for the exam and while you submit the exam online you can construct your answers in a word document



“I’ve been working in Category for years. Do I need to do training?”

- No, you don’t need to complete training to get certified
 - There is an exam for each level
 - If you pass the exam, you’re Certified
- You can do any exam first, so if you’re experienced you can do the exam for the CPSA
- There is a practise test if you’re not sure what level you are at

What if I want training?

Category Management Knowledge Group training is ready **now**

- We're talking to other training providers and working on getting more accredited training options



CMKG
Train Ahead.

CPCA or CPCM program for US\$749

Exam Costs

exchange rate	\$ 0.74		
	Member AU\$	Non Member AU\$	Exam Format
Assessment	\$ 75.00	\$ 150.00	Multiple choice
Registration	\$ 140.00	\$ 280.00	
CPCA Test	\$ 190.00	\$ 380.00	Multiple choice
CPCM Test	\$ 330.00	\$ 660.00	Multiple choice
CPSA	\$ 500.00	\$ 1,000.00	Essay / Short Answer

This is just the beginning....

- We are starting with Category certification
- There are options for
 - Industry benchmarking
 - Best Practices / Consulting
 - Certification in Shopper Insights



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