

David Sobey Centre

Category Management Certificate Program

January 9 - February 1, 2024
Online Program

**David Sobey
Centre** FOR INNOVATION IN
RETAILING & SERVICES



**Sobey School
of Business**
Saint Mary's University

About

This Certificate Program is ideal for Category Managers who are looking to learn best practices in the new era of data and customer-centricity. This program provides practical models and expert advice in an engaging 8 sessions.

The David Sobey Centre for Innovation in Retailing and Services is part of the Sobey School of Business at Saint Mary's University. It is a unique retail-focused centre that concentrates on research, innovation and education to support the Canadian retail sector. Learn more about the centre at www.davidsobeycentre.ca.

Course Skill Development

When you successfully complete this course you will be able to:

1. Create a fully integrated Category Management practice that will deliver better overall results for your company.
2. Become more disciplined in your approach to Category Management.
3. Learn what data provides the best insights to help drive improved decision making.
4. Learn how to drive success through well designed merchandising activities.
5. Optimize assortment planning and management.
6. Take a more "customer-centric" approach to manage your category.



Help your Category Managers deliver more dollars to your bottom line

Program Outline

Session 1: Introduction to Category Management

Tuesday, January 9: 1:00 P.M.-4:00 P.M. EST

Summary: This session will introduce the concept of Category Management and how it contributes to the overall success of your business. The alignment of category strategies with the retailer's business strategy will be explored. We will discuss how Category Management is evolving in the data-driven, omnichannel retail world.

Session 2: Consumer Behaviour and Consumer Insights

Thursday, January 11: 1:00 P.M.-4:00 P.M. EST

Summary: As consumer expectations rise and consumers increasingly take control of the brand experience, category managers need deep customer insights and need to be more customer-centric. In this session, we will explore consumer behavior to understand how and why consumers make the decisions they do. We will investigate market segmentation methods and the alignment of category decisions to target markets; the forces that influence consumers to make the decisions they do. We will show how to properly utilize the information from various sources, what is the story behind it and why not all information is good information.

Session 3: Banner Positioning, Category Roles, Product Prioritization and Pricing Strategy

Tuesday, January 16: 1:00 P.M.-4:00 P.M. EST

Summary: Creating alignment with how your company is positioned in the market and against competitors is important to get right and reflect it consistently with your pricing strategy. This allows customers to know what to expect when shopping for every category you sell. We will introduce the process for ensuring that you maximize overall profits while still reflecting the brand identity that you've created for your business.

Session 4: Assortment Planning and Management

Thursday, January 18: 1:00 P.M.-4:00 P.M. EST

Summary: Besides pricing, one of the biggest challenges for any Category Manager is getting the assortment right. Taking a customer-centric approach to Category Management means that you are constantly reviewing and adjusting your mix of products both online and in-store to get the best turns possible and also create a compelling draw for your customers. We'll take this whole session to review analytical models and other sources of information that need to be considered when making decisions for listing and delisting products.

Session 5: Flyer and Promotions

Tuesday, January 23: 1:00 P.M.-4:00 P.M. EST

Summary: Flyers and Promotions used to be the main way to drive customer traffic and sales growth. Now it is only the beginning. With social media, personalized offers and retail media networks, enticing customers to make more purchases is becoming more of a science. In this session we'll have fun learning the best ways to take care of your category goals while also helping out the overall business.

Session 6: Merchandising Planning & Analysis.

Thursday, January 25: 1:00 P.M.-4:00 P.M. EST

Summary: Effective merchandising at the store level can add significant profit to your company's bottom line. We'll show you how having good analytical models combined with great communication and fixturing can accomplish this.

Session 7: Leveraging Supplier Partnerships

Tuesday, January 30: 1:00 P.M.-4:00 P.M. EST

Summary: As retail becomes more complex and data driven, the relationship with suppliers is changing too. From complete transparency to co-developing category strategies, there are significant benefits to engaging with your supplier community. Delegating responsibility enables you to be more effective and cover more ground. We'll explore all things supplier including having a supplier guest speaker in this engaging session.

Session 8: Category Analysis, Reviews and Strategies

Thursday, February 1: 1:00 P.M.-4:00 P.M. EST

Summary: In our final session we will bring it all together by taking you through a Category Review process, including a thorough Category Analysis. Our experts will show you how to assemble the right data together in a way that can offer great insights that lead to positive action. This all leads to developing great strategies for your categories both short and long term.

**Facilitated by industry experts with
invaluable retail experience**

Instructors



Mark Innes

Mark Innes is a SMU MBA graduate with over 30 years as a retail leader in world class food, drug and mass organizations such as Loblaws, Empire, Target and Pharmasave. His retail journey has enabled him to gain senior leadership experience in marketing, merchandising and operations, and he has applied his skills, helping organizations successfully adapt, change and grow in their respective segment. Through it all Mark has always maintained his thirst for learning which makes him a great fit in his current role as Chief Retail Engagement Officer. Mark is passionate about helping the David Sobey Centre for Innovation in Retailing & Services grow its presence to become one of the leading retail universities in Canada by creating opportunities for student and faculty to work directly with retailers on pivotal projects.



Mark Yates

With a career spanning more than 20 years, Mark is a seasoned professional specializing in developing actionable analytics models. These principles facilitate evidence-based decision making for a strategic and disciplined approach to planning and execution. He empowers organizations to better operate their business by evaluating operating models to assess where opportunities or deficiencies may lay. Mark relies on extensive experience applying statistical methodologies to implement problem-solving solutions through a tactical approach to better satisfy consumer requirements or shifting market landscapes. His experience has been predicated upon various industries with a focus on retail environments. Mark is passionate about using his expertise to educate others on the potential opportunities found when exploring data. He is also the owner of an independent data analytics consultancy.



Dr. Ramesh Venkat

Dr. Ramesh Venkat is the Director of the David Sobey Centre for Innovation in Retailing and Services and an Associate Professor of Marketing. He was formerly Associate Dean of Masters Programs and Director of the Sobey MBA Program. He has published over 50 articles and reports on topics such as online marketing, customer engagement, customer satisfaction, customer experience and brand strategy. Ramesh is the author book on online marketing. He has co-authored chapters in several marketing books. He is working on a forthcoming book on brand strategy in a digital marketplace. Through his company CeQuotia, Ramesh offers customer experience measurement and retail analytics solutions



*Dr. Ramesh Venkat
teaching in a
David Sobey Centre
executive education
program*

Certification

Participants will be awarded an official certificate in Category Management upon completion of all eight sessions and a final exam passing grade of at least 80%. Participants will be given 1.5 hours to complete the online, multiple-choice exam.

Registration

Cost

\$2,950 + 15% HST

Discount

\$250 off per person if registering 3 or more participants

To Register

Please email
davidsobeycentre@smu.ca

