NWACC
CORPORATE LEARNING

Fall 2012 Semester

Dear Prospective Student,

Thank you for your interest in NWACC's Category Management Program. This three semester curriculum will equip you to begin your career as an entry-level, category analyst. Local industry experts teach category management principles, modular planning, and shopper insights. Please find below all the information regarding the program.

Program Objective: This program is designed to teach students the principles of Category Management and Shopper Insights along with the ability to problem solve using data. This will present students with a better opportunity to interview for jobs as a category analyst with the necessary understanding of what a category management analyst role may entail.

Category Management Program Requirements:

- Bachelor's Degree preferred
- Highly recommend experience with Consumer Product Goods/Retail (without this experience, the terminology and concepts will be extremely difficult to understand and comprehend)
- Before registering for Category Management 201, students will be required to take the "Challenge" exam at NWACC and to pass with 80% comprehensive with no section below 70%.

Category Management Fall 2012 Class Schedule:

The courses are designed to provide the basic knowledge and skills for individuals interested in understanding the role of a Category Analyst or Category Manager. Students will be exposed to an overview of the Category Management process and components that impact the process and be provided with insight into Walmart's philosophy of Category Management.

Principles of Category Management 101A: 4 weeks

In this class, students while learn the basics of Category Management and the Category Management Decision Process, will be provided with a top level view of the category, customer and competition, will learn how category management principles are integrated at the shelf and will gain an understanding of the concepts and applications of Retail Math.

CLASS SCHEDULED: August 28 – September 18
Tuesday evenings, 6:00-9:00pm

Principles of Category Management 101B: 11 weeks

Students who register in Category Management 101B must have taken Category Management 101.

This 11 week course will expand on the previous 4 week class by digging deeper into various components in Category Management including understanding the category roles, determining customer's needs and how customers are involved in product placement, understanding competition and how competition impacts product assortment and placement and students will be exposed to Walmart's philosophy of Category Management.

CLASS SCHEDULED: September 25 – December 4
Tuesday evenings, 6:00-9:00pm

Costs:

If you register in both Category Management 101A and 101B at the same time = $995 for 15 weeks
If you register in Category Management 101A = $395 for 4 weeks
If you register in Category Management 101B = $895 for 11 weeks

Category Management Class Registration is open: Class starts August 28

1. Submit Category Management application to Corporate Learning.
2. Submit Category Management registration form to Corporate Learning.
    - Complete top section of registration form completely.
    - Write in the classes you want to register for in the center section as explained below:
        - If you want to register for both the 4 week and the 11 week class for the $995 price, please write "Principles of Category Management 101" in the "Course Name section; in "Start Date" write 8/28; in "Days" write Tuesday; in "Time" write 6-9pm and then in "Cost" write $995
        - If you just want to sign up for the 4 week class for now for $395, please write "Principles of Category Management 101B" in the Course Name section; in "Start Date" write 8/28; in "Days" write Tuesday; in "Time" write 6-9pm and then in "Cost" section write $395.
    - Under "Payments" section, place an "X" in the correct box for how you will pay (for example, if you want to pay with Credit card/debit card, place an "X" in the box to the right)
3. After you submit your registration form, you will then receive an e-mail with the directions on making payment. Please see information below on payment options available.
4. **Classes must be paid for in full or payment plan set up by August 27**.

Class Payment Options: After your class information is put in the system and you are notified that you need to pay for the class

- Pay with check or cash in Corporate Learning or the NWACC Cashier's office in the NWACC Student Building.
- Payment Plan: $25.00 enrollment fee per semester:

  Register by August 15 = 25% down payment; 3 monthly payments (September – November)

  Register by August 28 = 50% down payment; 2 monthly payments (October, November)
- Credit/Debit card: $2.00 convenience fee when paid online or can pay in person at the NWACC Cashier's office in the NWACC Student Building.

Class Refund and Transfer Policy

- 100% refund will be issued for drop requests received by 4:30 p.m. before the second day the class meets.
- A 50% refund will be issued for drop requests requested before the third day of the class meeting. After the third meeting of class, there will be no refunds issued.

Refund Procedure

A Drop/Transfer Form must be completed and **signed** by the student in order for a refund to be issued. No refunds will be granted by telephone request. The signed Drop/Transfer Form may be mailed, faxed to 479-936-5198 or presented in person. Forms may be obtained by calling **479-936-5175**. Allow at least three weeks for receipt of your refund check.

Thank you again for your interest in the Principles of Category Management Program. Please feel free to contact us with any questions or concerns. Check for updated information at our website, http://www.nwacc.edu/corporateLearning.

Sincerely,

Renee Campbell
Director of Retail and Supplier Education
NWACC Corporate Learning
479-936-5175
Rcampbell4@nwacc.edu

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Category Management Class Schedule

Fall schedule (August 28 – December 11)

Class #	Class	Day/Time	Costs	Pre-requisites
1	Principles of Category Management 101A and 101B	Tues., 6:00-9:00pm (8/28-12/4)	$995 if register for both at once; $395 and $895 when registered for separately	CPG/Retail knowledge
2	Category Management 201: Shopper Insights	Available Spring 2012	$995	Cat Man 101 and Must take Challenge test and achieve an 80% or have taken an Intro to Microsoft Office class (CISQ 1103 or XCMP 9034) in the past 3 years
3	Category Management 301	Available Summer 2012	$995	Cat Man 101, 201
4	Retail Internship **(Optional and based on availability)**			

Classes must be taken in this order. **NO EXCEPTIONS.**
Students can't pick and choose classes. For example, before students can take 201, they must complete 101.

Retail Internship Optional after Class #3
- Internships conducted during normal business hours.
- Internships are not guaranteed.
- Internships are not for class credit.
- Internships based upon availability.

The Above Class Information/Times/Dates subject to change

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Category Management Program Frequently Asked Questions

If I do not have a college degree, can I still enroll in the program?
Yes, however, a Bachelor's degree is highly recommended. Without a Bachelor's degree, it will be extremely difficult, if not impossible, to gain employment as a Category Analyst.

If I do not have CPG experience, can I still enroll in the program?
This is NOT a program that will explain basic retail terms or concepts and the terminology, concepts and direction of this program will be unfamiliar and difficult to comprehend without experience in CPG. If you are interested in learning the retail business to gain employment and do not have CPG experience, please refer to our Certified Retail Analyst program at NWACC and can call 479-936-5175 or e-mail at rcampbell4@nwacc.edu.

If I successfully complete the program, am I guaranteed a job?
No. Entry level category analyst/management positions vary by company and economic climate.

If I successfully complete the program, am I guaranteed an internship?
No. Internships vary upon availability.

Can I skip any of the program classes or just take one class?
No. You may not skip any classes to gain the program certificate.

How much does the Category Management program cost?
Depending on how you enroll in Cat Man 101, the program can cost $2,985 unless you register for Cat Man 101A and 101B separately, which will bring the total cost of the program to $3,280

When can I register for classes?
Registration is now open for the fall semester, which starts on August 28. We will take registrations until the class is full or the day the class starts.

Does my current work experience in Microsoft Office, Excel, and PowerPoint exempt me from taking the Challenge Exam before taking 201?
No, students use Microsoft Office and Excel in varying degrees, and we want to ensure that all students are able to keep up in this fast paced class and don't slow down the teaching process.

Do I have to have a computer for these classes?
You will be required to have access to a computer to complete out of class assignments in the Shopper Insights class. However, if you do not own a computer or have access to a computer, you are able to use the computers in the computer labs in Burns Hall or in Shewmaker Center for Workforce Technologies.

NWACC Corporate Learning Registration

Mail to : NWACC Corporate Learning
One College Drive
Bentonville, AR 72712

Phone Registration: 479-936-5175 (M-F, 8am–4:00pm)
Online: www.nwacc.edu/corporatelearning
In person: 1100 SE Eagle Way, Bentonville (M-F, 8am – 4:00pm)

Use this form to enroll in Corporate Learning courses.

Student ID No._____ **(assigned by NWACC)**

_____ _____ _____
Last Name First Name Middle Name (if any)

_____
Home Address

_____ _____ _____
City State Zip

_____ _____ _____
Cell Phone Day Phone Evening Phone

_____ _____
Date of Birth (REQUIRED) **E-mail address (REQUIRED)**

Have you previously attended NWACC? ☐ Yes ☐ No Former Last Names (if any):_____
Gender: ☐ Male ☐ Female

Are you currently working toward a Corporate Learning certificate? ☐ Yes ☐ No Which one? _____

How did you hear about us? _____

Please Enroll Me In:

Course Number	Course Name	Start Date	Day(s)	Time	Cost

Total Tuition _____

PAYMENTS:

Checks are made payable to NorthWest Arkansas Community College.

Credit Card/Debit Card: ☐ Company Name, if Corporate Credit Card:_____

Check: ☐ If Company check, include name: _____ **Check No.**_____

Cash: ☐ Payment Plan (Email Address Required): ☐

Letter of Intent: ☐ (attach to registration) Apprenticeship Agreement: ☐ (attach to registration)

OPTIONAL INFORMATION: (used for research purposes): ***Employer:*** _____
Primary reason for attendance: ☐ Advancement in current job/career ☐ Train for new job/career ☐ Enter/re-enter job market ☐ Personal enrichment ☐ Licensure ☐ Earn a certificate ☐ Improve job skills ☐ Other _____
Race: ☐ American Indian or Alaskan Native ☐ Asian or Pacific Islander ☐ Black/African, non-Hispanic ☐ Hispanic/Latino/Chicano ☐ Native Hawaiian or other Pacific Islander ☐ White, non-Hispanic
Highest Educational Level Attained: ☐ Less than a high school diploma ☐ High school diploma or GED ☐ Associate's degree or certificate ☐ Some college ☐ Bachelor's degree ☐ Master's degree or higher

Registration completed/checked by:

_____
(NWACC Employee)
Date _____

Office Use Only:
Contract _____Company Name _____
Registrar _____ Date _____
Cashier_____ Date_____
Inv. Date_____ Inv. # _____

Category Management Application

Last Name	First Name	Middle Initial

Address	City	State	Zip

E-Mail Address (must have valid e-mail address)

Date of Birth	Daytime Phone Number	Cell Number

Category Management Class Information:

<u>Education / Highest</u>:

☐ High School
☐ Associates Degree
☐ College Degree
☐ Master's Degree

Current Occupation:_____

What is your goal by taking these classes?_____
_____

How did you hear about this program?_____
_____

How many years of retail experience do you have?
0-1 year **5-9 years** **10-14 years** **15-19 years** **20+ years**

Date application complete_____