Course Description

BUS393_02 Food Category Management

Category management focuses on retailing and purchasing data to analyze groups of products purchased by a business organization or sold by a retailer. The class will prepare the student to perform with a high level of competency in the art of category management. The student will be able to complete a Category Business Plan as part of the requirements for the course. The course content will include proficiency in industry knowledge, category management history and process, pricing analysis, promotion analysis, assortment analysis, spreadsheet development, presentation development, syndicated scanner data methodologies, consumer panel data applications, retailer point of sale data analysis, space planning software and relational databases. Credit hours: 3.

BUS325 is a pre-requisite for this course*

Student Learning Objectives -

At the conclusion of this course, the student should be able to:

- Be able to analyze and act upon retailing and purchasing data from groups of products purchased by a business organization or sold by a retailer.

- Have a solid foundational and working knowledge of all category management principles to a high level of competency, as evidenced by successful Category Business Plan completion.

- Demonstrate learning proficiency in industry knowledge, category management history and process, pricing analysis, promotion analysis, assortment analysis, spreadsheet development, presentation development, syndicated scanner data methodologies, consumer panel data applications, retailer point of sale data analysis, space planning software and relational databases.

- Sort, analyze, and form strategies from a data-feed from point of sale data.