

RGMi DNASM SHOPPER & TRADE MARKETING

1 month learning plan

Week 1

Day 1 (Monday) ~ 1 hour

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- RGM defined
- Profitable Revenue Growth Management by Design
- DNA Framework
- Integrated Business Planning

Day 2 (Tuesday) ~ 2.5 hours

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- Implementing RGM
- RGM Phases
- Analytics
- Operating RGM
- Leveraging the RGM Capability
- Process Rhythms and Routines

Day 3 (Wednesday) ~ 2 hours

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- Strategic RGM Phase I - Value
- Strategic RGM Phase I - Market Assessment
- Market Structure
- Competitive landscape
- Internal assessment

Day 4 (Thursday) ~ 3 hours

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- Strategic RGM Phase I - Market Assessment
- Growth maps
- Pricing evolution
- Strategic RGM Phase I - Market Dynamics
- PESTLE model
- Opportunity sizing models
- Panels

Day 5 (Friday) ~ 3 hours

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- Strategic RGM Phase II - Category Strategy
- Strategic RGM Phase II - Shopper strategy and insights
- Strategic RGM Phase II - Shoppers occasions & mission
- Strategic RGM Phase II - Brand Planning - part 1

Week 2

Day 6 (Monday) ~ 3 hours

Strategic RGM Phase II - Brand Planning - part 2
Strategic RGM Phase II - Channel Strategy
Strategic RGM Phase III - Commercial policy

Day 7 (Tuesday) ~ 3 hours

Strategic RGM Phase III - Assortment Planning
Innovation
Assortment Management
Strategic RGM Phase III - Look of success
Strategic RGM Phase IV - The overall objective function $f(x)$

Day 8 (Wednesday) ~ 2 hours

Precision RGM Phase V - Budgets
Precision RGM Phase V - Assortment Planning
Precision RGM Phase V - Price, Pack architecture

Day 9 (Thursday) ~ 3 hours

Precision RGM Phase V - Price optimisation
Precision RGM Phase V - Promotion optimisation
Precision RGM Phase V - Route To Market optimisation

Day 10 (Friday) ~ 3 hours

Precision RGM Phase V - Trade Investment Optimization
Precision RGM Phase V - Planograms & Merchandising
Precision RGM Phase VI - Tactical Scenario Planning
Precision RGM Phase VI - People, Process, Technology, Data, Measures of Success

Week 3

Day 11 (Monday) ~ 2.5 hours

Action RGM Phase VII - In-store Activation
Value Communication
Areas of Shopper engagement
The Shopper at Shelf
Point of Purchase (POP)

Day 12 (Tuesday) ~ 2.5 hours

Action RGM Phase VII - Customer Engagement
Action RGM Phase VII - Trade Investment Management

Day 13 (Wednesday) ~ 60 to 90 min

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Shopper & Trade Marketing Exam