

RGMi DNASM SHOPPER & TRADE MARKETING

2 month learning plan

Week 1

Day 1 (Monday) ~ 30 min

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RGM defined
Profitable Revenue Growth Management by Design
DNA Framework

Day 2 (Tuesday) ~ 40 min

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RGM defined
DNA Framework
Integrated Business Planning - part 1

Day 3 (Wednesday) ~ 40 min

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RGM defined
Integrated Business Planning - part 2

Day 4 (Thursday) ~ 40 min

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RGM defined
Integrated Business Planning - part 3

Day 5 (Friday) ~ 50 min

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Implementing RGM
RGM Phases
Analytics - part 1

Week 2

Day 6 (Monday) ~ 45 min

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Implementing RGM
Analytics - part 2

Day 7 (Tuesday) ~ 45 min

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Implementing RGM
Analytics - part 3
Operating RGM
Leveraging the RGM Capability

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Day 8 (Wednesday) ~ 50 min

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Operating RGM
Process Rhythms and Routines
Strategic RGM Phase I - Value - part 1

☐ **Day 9 (Thursday) ~ 50 min**
Strategic RGM Phase I - Value - part 2

☐ **Day 10 (Friday) ~ 25 min**
Strategic RGM Phase I - Market Assessment
Market Structure

Week 3

☐ **Day 11 (Monday) ~ 60 min**
Strategic RGM Phase I - Market Assessment
Competitive landscape
☐ Internal assessment
☐ Growth maps

☐ **Day 12 (Tuesday) ~ 60 min**
Strategic RGM Phase I - Market Assessment
Pricing evolution
☐ Strategic RGM Phase I - Market Dynamics
PESTLE model

☐ **Day 13 (Wednesday) ~ 50 min**
Strategic RGM Phase I - Market Dynamics
☐ Opportunity sizing models
☐ Panels

☐ **Day 14 (Thursday) ~ 35 min**
Strategic RGM Phase II - Category Strategy
Category Dynamics

☐ **Day 15 (Friday) ~ 55 min**
Strategic RGM Phase II - Category Strategy
☐ Category Dynamics
☐ Shopper strategy and insights

Week 4

☐ **Day 16 (Monday) ~ 65 min**
Strategic RGM Phase II - Category Strategy
☐ Shoppers occasions & mission
☐ Strategic RGM Phase II - Brand Planning - part 1

☐ **Day 17 (Tuesday) ~ 70 min**
Strategic RGM Phase II - Brand Planning - part 2

☐ **Day 18 (Wednesday) ~ 60 min**
Strategic RGM Phase II - Channel Strategy

Day 19 (Thursday) ~ 65 min

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Strategic RGM Phase III - Commercial policy

Commercial policy

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Strategic RGM Phase III - Assortment Planning

Innovation

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Assortment Management

Day 20 (Friday) ~ 70 min

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Strategic RGM Phase III - Assortment Planning

Assortment Management

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Rationalization

Week 5

Day 21 (Monday) ~ 60 min

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Strategic RGM Phase III - Look of success

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Strategic RGM Phase IV - The overall objective function $f(x)$

Day 22 (Tuesday) ~ 65 min

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Precision RGM Phase V - Budgets

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Precision RGM Phase V - Assortment Planning

Day 23 (Wednesday) ~ 50 min

Precision RGM Phase V - Price, Pack architecture

Day 24 (Thursday) ~ 90 min

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Precision RGM Phase V - Price optimisation

Day 25 (Friday) ~ 75 min

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Precision RGM Phase V - Promotion optimisation

Week 6

Day 26 (Monday) ~ 70 min

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Precision RGM Phase V - Route To Market optimisation

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Precision RGM Phase V - Trade Investment Optimization

Day 27 (Tuesday) ~ 80 min

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Precision RGM Phase V - Planograms & Merchandising

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Precision RGM Phase VI - Tactical Scenario Planning

Day 28 (Wednesday) ~ 70 min

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Precision RGM Phase VI - People, Process, Technology, Data, Measures of Success

Day 29 (Thursday) ~ 80 min

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Action RGM Phase VII - In-store Activation

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Value Communication

Areas of Shopper engagement

Day 30 (Friday) ~ 55 min

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Action RGM Phase VII - In-store Activation

The Shopper at Shelf

Point of Purchase (POP)

Week 7

Day 31 (Monday) ~ 115 min

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Action RGM Phase VII - Customer Engagement

Customer Value

Day 32 (Tuesday) ~ 30 min

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Action RGM Phase VII - Trade Investment Management

Day 33 (Wednesday) ~ 60 to 90 min

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Shopper & Trade Marketing Exam