

Frequently Asked Questions: CMA Learning Portal

Following are the FAQ’s that members and non-members have asked about the new Training Credits available as part of CMA membership.

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CONTACT US

- Book a meeting in CMA's calendar instantly by [clicking here](#)
- Email Diane Milanese, Vice President of Member Services (dmilanese@cpgcatnet.org) or phone (937) 492-0300 for additional information on CMA+SIMA Membership
- Email Ty Snaith, Director of Business Development, CMKG for any additional information on training (ty@cmkg.org) or phone (403) 660-6620

CMA/SIMA AND CMKG PARTNERSHIP

What is the relationship between CMA/SIMA and CMKG?

CMA/SIMA has an exclusive partnership with CMKG. CMKG has a proven track record of being a best-in-class catman training organization who can provide our members with everything they need to build the skills and capabilities of their organization including:

- Certification Training Programs (CPCA, CPCM, CPSA)
- CatMan Masters Training Program
- Custom Programs (based on your specific needs)
- Certification Preparation Exams and Study Materials
- Assessment Tests
- Case Studies
- Individual Courses (accredited courses, non-accredited courses, Master's courses)
- Webinar Recordings
- Future training development (shopper insights, e-commerce ...)

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What is the training component of the new CMA membership?

Each member company has training credits that can be used for choosing from a series of on-line accredited and unaccredited courses (+60 options), certification exam prep materials, assessment tests and case studies that are available on the CMA/SIMA learning portal. These credits can be used to educate, level set, prepare for certification and to build your team's skills in specific areas – based on what the biggest priorities are for your organization.

The CMA/SIMA Learning Portal is **not** the same as the CMA Member Access site (where individuals can access CMA resources in their website and participate in webinars). The CMA Learning Portal houses all of the training options available using training credits, and individuals need to be separately assigned to access the training.

TRAINING OPTIONS

Are there any hidden costs to the training?

The training credits are included in the cost of your membership at a great value vs the actual cost of the training without membership. The only additional cost is an individual \$25 annual administration fee to access the CMA/SIMA online training portal. This fee is used to cover costs in the learning portal, including setup and student support for the duration of their program, and updating additional training resources (like the glossary and resource library).

What are the type of courses or programs are offered?

There is a broad range of training topics at foundational through masters level of training, and expanding into many skill development areas (catman foundations, retail understanding, presentation

skills, data understanding, analytics and insights, tactics, strategic thinking, Shopper analytics & insights). Also available for you to purchase with training credits are assessment tests, certification exam preparation materials and case studies.

Will there be additional courses added and will the current courses be updated?

Yes – there will be new and relevant courses and topics that reflect our changing industry, including new shopper insights training that is currently being developed. Our existing training covers a broad spectrum of training, and this current content will be reviewed and updated to reflect changing needs. It's one of the benefits of a program like this is that you can get best in class, updated training on an ongoing basis.

Is customized training or live training available for my organization?

Yes! In our new arrangement with CMKG, we offer both customized training and live training to meet additional training needs for your organization at an additional cost). We can connect you with Tom McDonald of our Best Practices group to talk through your needs and the best way to deliver your objectives.

When I complete the training am I certified?

No, if you (or your company) are pursuing industry certification with the CMA, you still need to pay, register and take and pass the test through the CMA. Please contact us to get you set up for the certification exams (or check with your internal person who “owns” the training). To prepare for your exam, you may want to consider using some additional training credits towards purchasing practice exams and exam prep materials.

How does training tie in to certification?

The training credits can be used to fully prepare an individual for CMA/SIMA certification tests through:

1. Discovery exams, to help individuals discover what level of certification they should be striving for;
2. Accredited training, to build knowledge and skills in all aspects of each certification level; and
3. Exam preparation materials, to help individuals study and prepare for their CMA/SIMA certification exams.

This approach is proven to dramatically increase the knowledge of the individual and help prepare them to successfully pass the certification exams.

Is there a different process for people outside North America to access the training and test?

The process for accessing training outside North America is the same, with the training being offered in both English and Spanish (limited courses). Outside of North America, there is an International Test that people can register for and take.

TRAINING CREDITS

What are my options for spending training credits?

The training credit system and process are designed in a way that companies can choose their own training program(s) or courses by individual or team. It's completely up to you how you'd like to dole out the training credits for your organization. The more flexibility you give to each student, the more complex the process becomes for you as the administrator. As a student, you will be told how the credits will be used and given access to the CMA/SIMA Learning Portal accordingly.

Do I as a member need to track my training credits?

No, you don't need to do it manually. Our learning portal will track all training credit usage, and we will send the key stakeholder at your company a monthly summary of training credits, as well as a report that tracks individual progress and course completion. Members at the Platinum and Diamond levels of membership can also have (optional) administrative access to the CMA Learning Portal to review individual progress.

Can I and how do I purchase additional credits if I use all my current credits?

You can purchase additional credits at a discount through CMA/SIMA member services or through CMKG. You also have the opportunity to trade up your membership level to acquire more credits at a savings.

Can I use training credits to prepare for the certification exams?

You can use training credits as preparation for the CMA exams, but training credits cannot be used to register for or complete the proctored certification exams. This is at an additional cost to the training credits (or you can use the free certification exams available as part of your membership).

Do my remaining training credits carry over to the next year's membership if I remain a member?

Training credits are only good for the membership year they are purchased and expire on the date your membership expires – no carry overs. We strongly encourage you to use up your credits at least 3 months prior to your expiry so that individuals have time to complete their training. Individuals have the option to pay the \$25 annual fee in year 2 to continue access to the courses they have previously purchased with credits (even if these courses have not yet been completed).

Can training credits be transferred from individual to another?

Once training credits are assigned to an individual, they are non-transferrable. If an individual exits a company and has not used up their training credits, it is the responsibility of the administrator at your company to inform CMKG that the employee has left, and CMKG will add those credits back to the member account.