

product

focus



# 3-Day Course Product Management and Product Marketing for technology-based products

[www.productfocus.com](http://www.productfocus.com)

### Sounds familiar?

“I want to give my new starters a flying start with a thorough grounding in all aspects of product management and product marketing”

“I want to get a view of best practice and how we compare without having to change jobs to find out”

“I want to build a common language across the team and get my guys to take ultimate responsibility for the success of their products”



## Intensive 3-day course for technology-based products

### Introduction

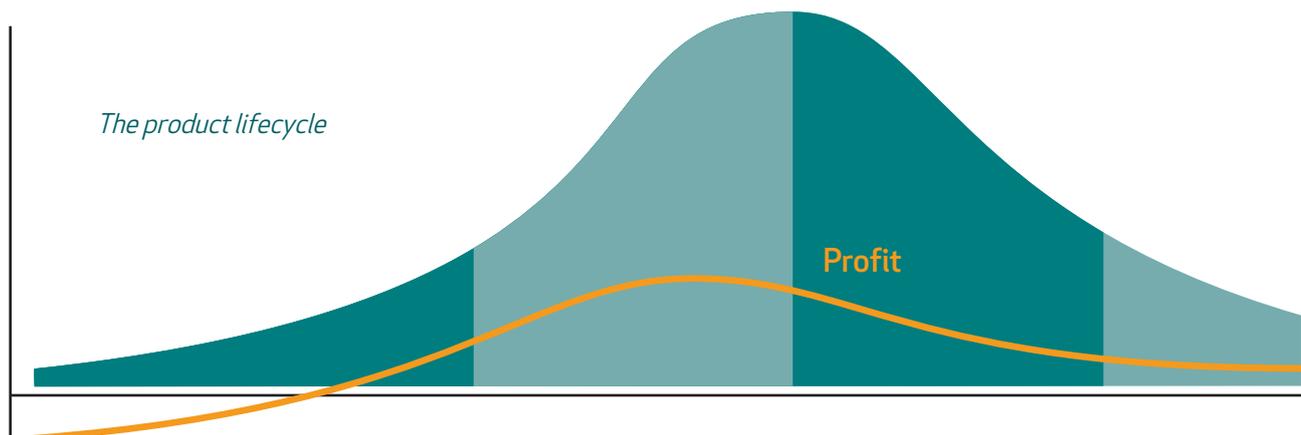
Product management is at the core of any business that sells products. Done well, it delivers strategic insights, optimised resources and bottom-line results.

In our experience the full potential of product management and product marketing is often constrained by limited experience and poor training - so we provide a thorough grounding in the roles. We also find that many Product Owners work on the activities we cover.

The course marries best practice, theory and practical techniques to explain what has to be done and how to do it. Participants are provided with detailed checklists, templates and course notes to help when they return to the office. This course builds the skills and knowledge that usually only comes with many years of experience. It covers both B2B and B2C.

### The course is split into nine modules:

- The product management and product marketing roles
- Market analysis
- Developing propositions
- Business cases
- Pricing
- Product development and requirements (Agile/Scrum and Waterfall/Stage-Gate)
- Launching and in-life management
- Product strategy
- Personal effectiveness



# Product Management and Product Marketing

## course modules in detail

### 1 Module 1 - The product management and product marketing roles

This module describes the fundamental aspects of the roles including why companies have products, product lifecycles, the full set of product activities and touch points across the organisation.

**The objective** of this module is to explain the context of product management and product marketing, give delegates an appreciation of the full scope of the roles, their purpose and how this fits with their current job.

### 2 Module 2 - Market analysis

This module explores key aspects of market analysis including how to get insights, segmentation, and different ways of looking at customers and the competition.

**The objective** of this module is to give delegates a thorough grounding in market research and analysis and to provide tools and best practice techniques that provide the critical insights needed to improve their products.



### 3 Module 3 - Developing propositions

A key part of the product management and product marketing role is developing propositions. This module shows delegates how to develop powerful propositions that effectively position their product in the market.

**The objective** of this module is to provide a set of ideas, tools and best practice that delegates can use to develop and communicate successful propositions.



### 4 Module 4 - Business cases

This module explores business cases including their purpose, how to build them and key financial concepts. The emphasis is on what's important and why.

**The objective** of this module is to show delegates how to develop successful business cases and explain important areas such as stakeholder management, sensitivity analysis and how to avoid common mistakes.

### 5 Module 5 - Pricing

This module describes the key aspects of pricing including how to set price levels, the psychology of pricing and the pros and cons of different pricing strategies.

**The objective** of this module is to show delegates how to develop effective pricing for their products.

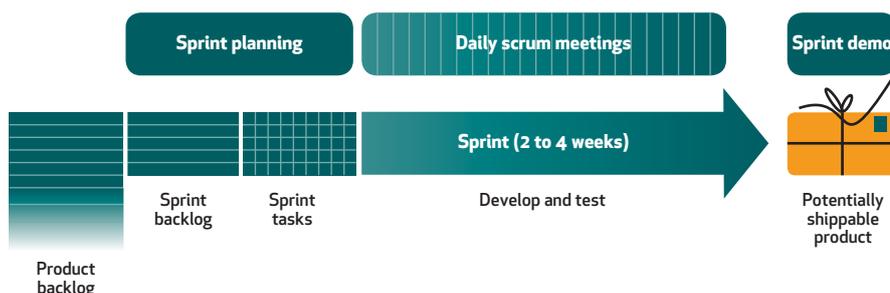
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# Product Management and Product Marketing course modules cont'd

## 6 Module 6 - Product development and requirements

This module describes the different approaches to product development including how to handle requirements and work effectively with development.

**The objective** of this module is to teach participants about development approaches such as Agile/Scrum and Waterfall/Stage-Gate, and provide insights that will enable them to work more effectively in delivering products.



## 7 Module 7 - Launching and in-life management

This module shows delegates how to build comprehensive go-to-market plans. It explores typical launch and in-life issues such as setting the launch date, managing the launch project and roadmaps.

**The objective** of this module is to teach delegates how to successfully launch, market and manage in-life technology products.

## 8 Module 8 - Product strategy

This module looks at the leading product and marketing theories used to develop product strategy. It includes ideas such as crossing the chasm, product lifecycles, MVPs, portfolio positioning, the innovators dilemma and blue ocean strategy.

**The objective** of this module is to expose delegates to a range of ideas, tools and best practice techniques that can be used to develop and communicate product strategy.

## 9 Module 9 - Personal effectiveness

This module explores ideas that can help product managers and marketers improve their day-to-day effectiveness. It includes an analysis of the Product Focus annual survey on product management.

**The objective** of this module is to provide an opportunity for delegates to benchmark their experience, share best practice and get tips and advice that will improve their personal effectiveness.



Registered address

Sheridan House

Penwood Heights

Penwood

Newbury, Berkshire

RG20 9EP

# Product Management and Product Marketing frequently asked questions

## Who should attend?

The course will benefit anyone who wants a thorough grounding in product management and product marketing - whatever their experience level. Many Product Owner roles extend to include much of what we cover.

## What is the course format?

The course is delivered in 9 modules over 3 days. Learning is embedded through industry examples mixed with interactive exercises. Regular class discussions and team exercises keep everyone engaged and energised.

The course is designed to be intensive and focused on those areas that we know from our experience will have the most impact. This minimises time away from the office and avoids the diminishing returns of a long training course where tiredness and work distractions mount.

## Who will deliver the course?

Courses are delivered by highly experienced product managers who work in the industry and who give insights into the reality of product management and product marketing in leading businesses today.

The high delegate-to-trainer ratio means that everyone can actively participate and there is a consistently high energy level making the training both enjoyable and extremely effective.

## Who else will attend?

Other people from technology-based industries - peers with whom experience can be shared.

## What is the price?

Please contact us to discuss pricing.



## What does the course include?

The course includes all course material as well as lunch and refreshments each day. The Product Focus Product Management Certification exam can be taken by all delegates who complete the full 3 days. In addition, delegates are given a comprehensive set of bound training notes, a soft-copy set of best practice tools, as well as a full set of our Product Management Journals.

## Where will the course be run?

Our public courses are run in major city venues across Europe. Private courses can be run on-site or at any suitable location.

To find out more please contact us on

 +44 (0) 207 099 5567

or email us at

 [info@productfocus.com](mailto:info@productfocus.com)

## Getting it right

"Product management is at the core of any business that sells products. Done well, it delivers strategic insights, optimised resources and bottom-line results"