SAMPLE

Product Management and Product Marketing for technology-based products

Online Training Course Guide

World Class Live Online Training

product

focus

Contents

1. Welcome

Welcome to Product Management and Product Marketing for technology-based products.

The course consists of 9 modules delivered over a week.

To optimize the experience for you as a delegate, we use:

> ➢ Preparation work and further study material to go through at your own pace
> ➢ Live online sessions that keep you engaged and energized
> ➢ Two instructors to run each live session and a limited number of delegates

The live online sessions run for 5 half-day periods each day, either in the morning 8:00-12:30 (UK time) or in the afternoon 12:30-17.00 (UK time), with lots of breaks so you can grab a coffee.

To take part, you will need a computer with a microphone and webcam as well as headphones. You will also need to test your internet connection and install the Adobe Connect app – your connection can be tested and the app installed from here.

If you have any questions or concerns, please get in touch at info@productfocus.com or call us on +44 (0)207 099 5567.

2. Course Format

Every module consists of three parts.

Part A – preparation

This preparation work takes you through key theory and concepts. It is also designed to stimulate your thinking and reflect on your current situation. By reading through this material and completing the tasks, you will get the maximum benefit from the live online session that follows.

Part B – live online session

This is the live session where our expert instructors will help you dig deeper into the material and build a real understanding through interactive activities and discussions.

Part C – further study

This is where we provide follow-on resources and activities to consolidate and embed the knowledge and skills that you have learned during the course so far. It also involves applying what you have learned to your product and business.

3. Certification

Once you have finished the course, you will be eligible to take our certification exam.

Candidates who pass become a **Product Focus Certified Product Manager**.

On passing the exam, you'll receive a certificate, and you can use the unique Product Focus Certified Product Manager logo in your email signature, LinkedIn profile, and professional biography.

All the material in the exam is covered in our course and Product Management Journals. The exam is taken online after the course has finished. It's open book so you can use your course notes and the Journals as reference material.

After the course, you will be emailed a unique code to access the exam. It should take about 90 minutes to complete. You can take the exam at your convenience, but it must be completed within 3 weeks.

More details here.

product
focus

4. Course Modules Overview

Module 1: The role and mindset of product management

This foundation provides an appreciation of the full scope, value, and responsibilities of the product roles – where they fit, as well as the mindset needed to be successful.

Module 2: Customer and market analysis

Market analysis is fundamental to making the best decisions about products. This module provides guidance on where to focus and trains delegates on key tools and approaches.

Module 3: Developing propositions

This module teaches you how to define propositions and communicate with customers in a way that will resonate with them and make it easier for them to buy.

Module 4: Effective business cases

This module teaches you how to deal with the reality of uncertainty and other common challenges to build an effective business case.

Module 5: Pricing

This module teaches approaches to price strategy, tactics, and psychology and how pricing sits alongside other elements of the marketing mix.

Module 6: Product development and requirements

This module outlines different approaches to development and their implications for product managers. It teaches how to write requirements that work and outlines key considerations for a great user experience.

Module 7: Launching, roadmapping, and in-life management

This module is about optimizing return for the business by teaching how to ensure an effective launch, prioritize the roadmap, and address common in-life challenges.

Module 8: Product vision and strategy

A product strategy aligned with a clear vision and the needs of the business helps keep everyone in line for long-term success. What to consider? What is best practice?

Module 9: Personal effectiveness

To raise awareness of typical issues and broader skills such as managing escalations, and behavior styles, and how these can improve their effectiveness on the job.

product
focus

5. Toolbox

Our online Toolbox contains all our best practice resources and content. It includes our Product Management Journals, infographics, webinar recordings, industry reports, and book reviews.

It also includes all the tools, templates, and checklists we cover on the course. You can download them to use in your work. In addition, we provide detailed Tools guides with an explanation of how to use each tool, examples, and further reading.

To do the preparation work and further study for each module, you will need access to the Toolbox. You will be sent a password linked to your email address before the course starts, and you can access the toolbox through our website.

You will continue to have access to the Toolbox after the course has finished, so you can get insights and help whenever you need them.

To use the links in the Module work described in the next section, you will need to be first logged into the Toolbox.

product

focus

6. Modules

6.1 Module 1: The role and mindset of product management

Part A (preparation)

	Read the report <u>What's the point of Product Management</u> and consider what value Product Management and Product Marketing bring to your organization. Or watch the <u>webinar of the same title</u>.
	Read ***The big issues*** article in our <u>Take Control Journal</u> to get an idea of some of the challenges Product Managers face.
	Look at the <u>Product Activities Framework</u> and consider what activities you own. Then do the Product Activities Framework survey – the link will be provided for you.

Part B (attend the live online training session)

Part C (further study)

	Review your completed Product Activity Framework and ask yourself, "what is my role now?" but also "what should it be?" Share your thoughts with your manager to get an agreement.
	If you are new to your role, watch the webinar on <u>Starting a new job - checklist</u> and consider what you may have missed. Also, check out the infographic.
	Read the rest of the <u>Take Control Journal</u> for some inspiration on how to put product management in the driving seat.
	Read ***Inspired*** by Marty Cagan or ***Escaping the Build Trap*** by Melissa Perri to hear what some other global thought leaders think about Product Management. <u>See the book reviews here</u>.

Please note this is a Sample Guide – links have been removed and other Modules are not provided

6.2 Module 2: Customer and Market Analysis

6.3 Module 3: Developing Propositions

6.4 Module 4: Effective Business Cases

6.5 Module 5: Pricing

6.6 Module 6: Product Development and Requirements

6.7 Module 7: Launching, roadmapping and in-life management

6.8 Module 8: Product vision and strategy

6.9 Module 9: Personal Effectiveness