



Online or Face-to-Face Training Course

Product Management and Product Marketing

Become a certified Product Manager



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 learn best practice ways of working and bring them back into the business."

"I want to build a common language across the team and equip them to take ultimate responsibility for their products."

Introduction

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

We find that product management activities are done by people with many different job titles: Product Manager, Product Owner, Product Marketer. Regardless of whether they work with businesses, consumers, software, physical products, or services, the set of activities is largely the same.

As it's not possible to work out from job titles who does what, this course provides a thorough grounding in all product related activities for people in these roles. The course marries the latest best practice theory with hands-on exercises to explain what has to be done and how to do it. It builds the skills and knowledge that usually only come with many years of experience. It's the course we wish we'd done before we started out!



The course has nine modules

1. Product management and product roles
2. Market and competitor analysis
3. Discovery for propositions and products
4. Strategy and planning
5. Business cases
6. Pricing
7. Product development
8. Go-to-market and in-life
9. Stakeholder management

Learning outcomes

By the end of the course, you will be able to:

- Demonstrate the knowledge and skills you need to be an effective product manager at each stage of the product management process.
- Implement best-practice processes and use tools and templates to make the product management function more productive.
- Demonstrate genuine product leadership by owning the product and influencing the business with data-driven decisions resulting in improved financial performance.
- Create cross-business communities, engage your stakeholders more effectively and delegate non-product activities.
- Identify your strengths and weaknesses at each stage of a business case, create a development plan and continue your professional development independently.



Product Management and Product Marketing

course modules in detail



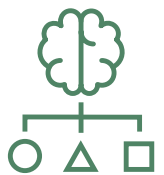
Module 1 – Product management and product roles

- Identify the role of the product manager at each stage of the product management process.
- Explain the fundamentals of effective product management.
- Promote the strategic and commercial value of product management.



Module 2 – Market and competitor analysis

- Define market segments and collect valuable insights.
- Analyze markets by using strategic business tools.
- Analyze the competition by using strategic business tools.



Module 3 – Discovery for propositions and products

- Create value proposition statements.
- Apply different discovery approaches.
- Work effectively with product and UX designers.



Module 4 – Strategy and planning

- Create and deliver product vision, goals and strategy.
- Implement best-practice to maximize profitability throughout the lifecycle.
- Create a credible roadmap that meets the needs of the market.



Module 5 – Business cases

- Design and deliver a business case that is appropriate to the size of the investment request and the size of the risk.
- Discuss product finances confidently with stakeholders.

Learn everything that product managers need to know to deliver world-class product management

In this course, you'll master the [Product Activities Framework](#) and use it to: see essential product activities in one picture, identify owners for every activity, agree on team boundaries and responsibilities, prioritize areas for improvement and provide a standard big-picture view and reference for all teams.



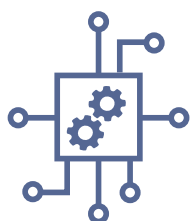
Product Management and Product Marketing

course modules in detail



Module 6 – Pricing

- Apply pricing strategies based on product objectives.
- Apply pricing tools to price products.
- Use psychology to help price products.



Module 7 – Product development

- Explain and discuss the pros and cons of different development methodologies.
- Support your product owner and development team with better quality information and documentation, whilst setting and holding role boundaries.
- Adapt product management cadence to support development/engineering ways of working.



Module 8 – Go-to-market and in-life

- Document and orchestrate all the pre-requisites for a successful launch.
- Design and deliver an effective launch plan with clear success criteria.
- Provide quality content to support marketing, sales, service, and customers.



Module 9 – Stakeholder management

- Recognize my own and others' behavior styles.
- Adapt my communication styles to meet different people's needs.
- Analyze my stakeholder relationships objectively and put plans in place to improve them.

Certification

- If you attend our online or face-to-face public course, you will be eligible to take the certification exam.
- Candidates who pass our exam become a Product Focus Certified Product Manager.
- After passing the exam, you'll receive a certificate by post. You can use the unique Product Focus Certified Product Manager logo in your email signature, LinkedIn profile, and professional biography.



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.

Prerequisites

- There are no formal pre-requisites, apart from your passion to learn how to deliver world-class product management!
- If you're excited to learn more about product management, before you attend our training course, you can sign-up to access our free product management resources [here](#).

What is the course format?

The training is carefully designed to maximize learning. One version is optimized for online delivery, the other for face-to-face training. It is delivered in small class sizes to maximize instructor-delegate interaction. Regular class discussions and team exercises keep everyone engaged and energized.

Who will deliver the course?

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

What does the course include?

The course includes all course material, and delegates are able to download a PDF copy of the course slides.

What post-training support is provided?

Delegates are provided with unlimited access to the [Product Focus Toolbox](#).

When do public courses run?

Our public courses run in major cities across Europe and we have regular online courses. Please refer to our website for the [latest dates](#). [Private courses](#) can be run at any time, at your offices or other location.

Is there any preparation to do?

There is a short survey to do before the course. This allows us to understand more about your product management context. We also recommend you think about what you'd like to get from the course before you arrive, as this helps maximize the value you will get from attending.

To find out more, please contact us on:



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“

Product Focus has fantastic training with examples that make learning easy and engaging. Plus, their Toolbox is brilliant!

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