

Product Management and Product Marketing for technology-based products

Training Course Guide



World Class Live Training

Contents

| | |
|--|----------|
| 1. WELCOME..... | 1 |
| 2. OVERVIEW OF COURSE MODULES | 2 |
| 3. MAKING THE MOST OF YOUR TRAINING | 4 |
| 4. TOOLBOX..... | 5 |
| 5. CERTIFICATION | 6 |

1. Welcome

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

The standard course consists of 9 modules.

If your company has organized this course as private training, it may differ slightly from the standard format. There may be additional content in certain areas, modules removed to save time, and without certification. Your company contact will let you know.

To ensure you get the most value from the training, we use:

- Suggestions for preparatory work that give insights into topics with which you may be unfamiliar and that will stimulate you into thinking of questions to ask during the course
- Live sessions including exercises, discussions, and breaks throughout the training to keep you engaged and energized
- A post-training Certification exam and suggestions for further study to help embed what you've learned

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

2. Overview of course modules

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: Market analysis and discovery

Market analysis and discovery are 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 to 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 how to deal with the reality of uncertainty and other common challenges in order 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, roadmaps, 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 strategy

A product strategy aligned with a clear vision and the needs of the business helps keep everyone in line for long-term success. This module teaches what needs to be considered and best practice approaches.

Module 9: Effective product management

To raise awareness of typical issues and broader skills such as stakeholder management and behavior styles and how these can improve your effectiveness on the job.

3. Making the most of your training

In this guide, we've proposed some ideas for work you can do in advance of the training and follow-up work to help you learn more broadly about the topics we've taught and embed what you've learned.

For each training module, your learning takes place in three stages:

Part A – Training preparation

This preparation work takes you through key theories 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 training.

Part B – Product Focus training

This is the live session where our senior instructors will train you on the topic covered, helping you to build a more thorough understanding through interactive activities and discussions.

Part C – Post-training, further study

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

4. 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 in 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 receive 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.

Please note that you will need to be logged into the Toolbox for the links to work.

Product Focus Toolbox

- Our online toolbox contains a huge range of best practice tools and resources. It is designed to give you easy access to insights and help whenever you need them.
- This infographic shows all the key content and resources which are updated on a regular basis.

World class product management

Training | Leadership Support | Resources

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Product Management Journals

Our Product Management Journals focus on key topics for product people and are packed with best practice, insights, and tools.



Product Management Infographics

Our 15+ Infographics give eye-catching visual representations of key product management frameworks, topics, and tools.

15+ infographics




Ways to access the Product Focus Toolbox

Free Access

- ✓ Journals
- ✓ Infographics (15+)
- ✓ Reports & White Papers
- ✓ Blog Posts (120+)

Alumni / Paid Access

- ✓ Webinar Videos (60+)
- ✓ Templates & Checklists (40+)
- ✓ How-to Guides (20+)
- ✓ Book Reviews (40+)

Alumni / Paid Access

Webinar Videos

60+ recordings of our popular webinars on product management and product marketing.

60+ videos



Tools, Templates, and Checklists

40+ soft copy tools, templates, and checklists that can be adapted to your needs.

40+ tools

How-to Guides

Over 20 tools guides with examples and detailed explanations.

20+ guides

Book Reviews

40+ reviews of must-read books for product managers and product marketers.

40+ reviews

White Papers and Industry Report

Our White Papers and Industry Report provide in-depth insights into key product management trends and issues to support you in your day-to-day role.



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5. Certification

Once you have finished the course, and if your course is eligible, you will be able to take our certification exam.

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

On passing the exam, you will 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 an 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.](#)

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