product

focus

Online or Face-to-Face
Product Management and Product Marketing

for technology-based products

★ Trustpilot
★★★★★

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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!

Intensive course
for technology-based products

The course is split into nine modules:

- The role and mindset of product management
- Market analysis and discovery
- Developing propositions
- Effective business cases
- Pricing
- Product development and requirements
- Launching, roadmaps, and in-life management
- Product strategy
- Effective product management

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Product Management and Product Marketing
course modules in detail

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. **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, the mindset needed to succeed and the value they bring to their company.

1

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.

The objective of this module is for delegates to understand best practice approaches to finding insights on what matters to their customers and markets.

2

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.

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.

3

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.

The objective of this module is to enable delegates to develop credible business cases.

4

Module 5 - Pricing

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

The objective of this module is to show delegates how to develop effective pricing for their products.
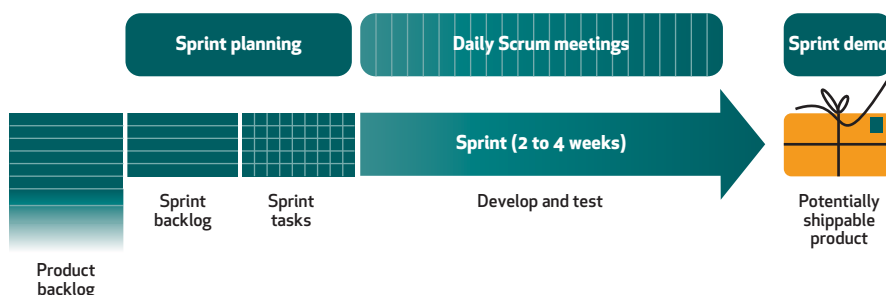
5

Product Management and Product Marketing
course modules cont'd

6

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.

The objective of this module is to teach them to work more effectively with their team to deliver the right product.

Sprint planning	Daily Scrum meetings	Sprint demo

Sprint (2 to 4 weeks)

Product backlog

Sprint backlog

Sprint tasks

Develop and test

Potentially shippable product

7

Module 7 - Launching, roadmaps, and in-life management

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

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

8

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.

The objective of this module is to enable delegates to develop and communicate a compelling product strategy.

9

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.

The objective of this module is to provide proven, practical approaches to improve each delegates personal effectiveness in getting the right things done.

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 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.

When do public courses run?

Our public courses are run online and in major cities across Europe. Please refer to our website for the latest dates. Private courses can be run online or on-site at any time.

What post-training support is provided?

Delegates are provided with 12-month access to the Product Focus Toolbox.

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**

info@productfocus.com | www.productfocus.com
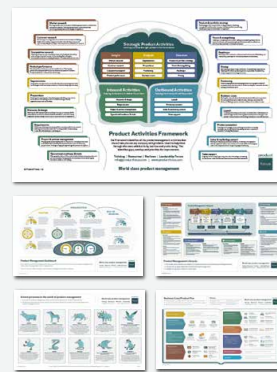
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Product Management Journals

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

In-life | Product Marketing | Take Control | Strategy | Training | Requirements | Roadmaps

Market Analysis | Agile | Leading | Pricing | Business Cases | Launching | Proposition

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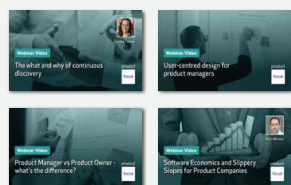- ✓ Templates & Checklists (40+)
- ✓ How-to Guides (20+)
- ✓ Book Reviews (40+)

Alumni / Paid Access

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

The what and why of continuous discovery | User-centred design for product managers

Product Manager vs Product Owner – what's the difference? | Software Economics and Slippery Slopes for Product Companies

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

Blogs
120+ blog posts on insights, tools, best practice tips, and analysis from leading experts.
120+ posts

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-today-role.

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Product Management and Product Marketing
frequently asked questions cont'd

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.

Which course to choose?

Our *Product Management and Product Marketing for technology-based products* course is described in this brochure. It's one of two courses that we offer. The table below will help you decide which is the right one for you. If you're not sure, please get in touch.

Course Title	Product Management and Product Marketing for technology-based products	Leading Product Management
Aimed at	Anyone new to managing products or who wants a thorough refresh across all areas.	Anyone running (or aspiring to run) a product management function, department, or team.
Outcome	Improved product success by equipping delegates with a winning mindset, skills, best practice, and tools to be more strategic and effective. Product Management Certification.	Improved ways of working so that teams deliver successful products that meet customer needs, achieve business goals, and maximize product portfolio value.
Typical job titles	Product Manager, Product Owner, Product Marketer, Proposition Manager...	Head of Product Management, Product Management Director, Senior Product Manager...
Content	Provide a comprehensive understanding of key aspects of product management – market insight, propositions, business cases, pricing, development, roadmaps, launching, and strategy.	Improve the way of working for product management – with best-practice in organizational setup, govern-ance, strategy, portfolio, and delivery.
Style	Teaching, exercises, discussion.	Workshop, case study, exercises, discussion.
Format	3 full days (in-person) or 5 half days (live online) Public course (anyone can attend) or Private training for companies	
Flexibility	Private training can be configured to meet the client's needs, adjusting the time spent on different modules, and adding relevant exercises and content to focus on important areas.	

To find out more, please contact us on:

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