product

focus

Online or Face-to-Face
Product Management and Product Marketing
for technology-based products

Trustpilot

product
focus

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 are 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.
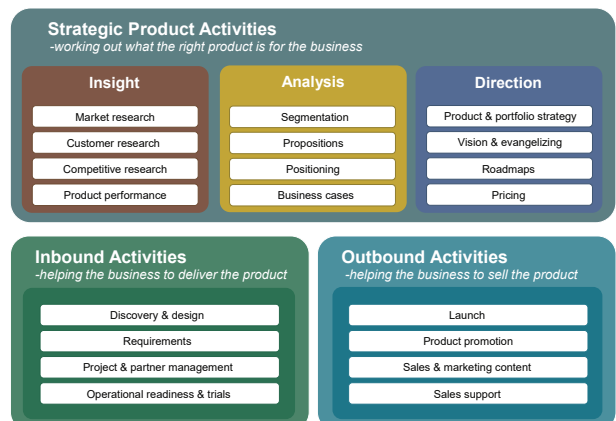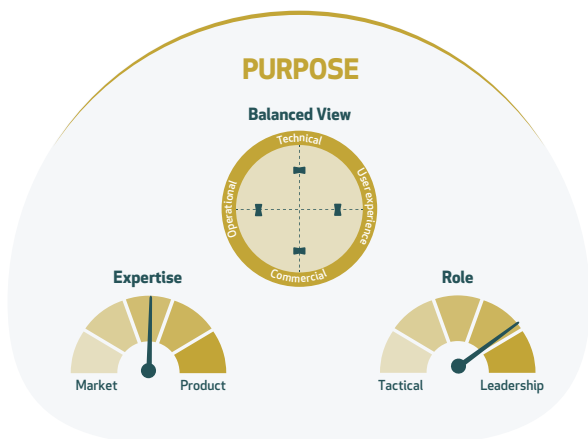
The course marries the latest best practice theory with hands-on exercises to explain what has to be done and how to do it. It builds the skills and knowledge that usually only come with many years of experience. It's the course we wish we'd done before we started out!

Intensive course
for technology-based products

The course is split into nine modules:

- The product management and product marketing roles
- Market analysis
- Developing propositions
- Business cases
- Pricing
- Product development and requirements
- Launching and in-life management
- Product strategy
- Personal effectiveness

PURPOSE

Balanced View

Technical
Operational
User experience
Commercial

Expertise
Market — Product

Role
Tactical — Leadership

Strategic Product Activities
-working out what the right product is for the business

Insight	Analysis	Direction
Market research	Segmentation	Product & portfolio strategy
Customer research	Propositions	Vision & evangelizing
Competitive research	Positioning	Roadmaps
Product performance	Business cases	Pricing

Inbound Activities
-helping the business to deliver the product

- Discovery & design
- Requirements
- Project & partner management
- Operational readiness & trials

Outbound Activities
-helping the business to sell the product

- Launch
- Product promotion
- Sales & marketing content
- Sales support

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Product Management and Product Marketing
course modules in detail

Module 1 - The role and mindset of product management

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

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 - Customer and 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 for delegates to understand best practice approaches to finding insights on what matters to their customers and markets.

2

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.

3

Module 4 - Effective business cases

This module explores business cases including their purpose, how to build them and key financial concepts. It explains important areas such as stakeholder management, dealing with ambiguity and how to avoid common mistakes The emphasis is on what's important and why.

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

4

Module 5 - Pricing

This module describes the pricing cycle, techniques to set price and discount 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.
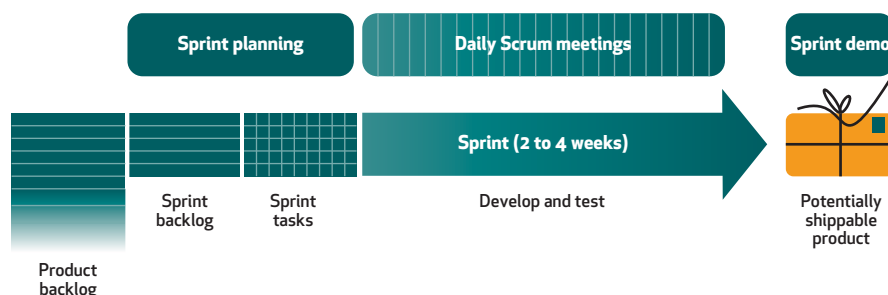
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Product Management and Product Marketing
course modules cont'd

6

Module 6 - Product development and requirements

This module describes the different approaches to product development such as Agile/Scrum and Waterfall/Stage-Gate, how to handle requirements and work effectively with development.

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, roadmapping and in-life management

This module shows delegates how to build comprehensive go-to-market plans and how to optimize their product in-life. 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 launch, market and manage in-life technology products successfully.

8

Module 8 - Product strategy

This module looks at practical tools for strategy development, portfolio planning and visualizing a strategy canvas. It also teaches insights from leading books on technology products, how to handle different stages of the lifecycle, working with Minimum Viable Products and using Blue Ocean strategy.

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

9

Module 9 - Personal effectiveness

This module teaches approaches and behavioral insights that help product managers and marketers improve their day-to-day effectiveness. Excerpts from the Product Focus annual survey enables delegates to benchmark their experience.

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

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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 managers 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.

Delegates are provided with a Certificate of Attendance. Those who complete all 9 modules are eligible to take the Product Focus Product Management Certification exam.

When do public courses run?

Our public courses are run online and in major cities across Europe and in the US. 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-months access to the Product Focus Toolbox.

Our Toolbox provides online access to alumni-only content including all our tools, templates and checklists as well as our webinar training videos. It also has all our infographics, reports, and Journals.

These sources of insight help delegates find the tools and approaches they need to complete any product management or product marketing activity - when they need them.

Getting it right

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

To find out more, please contact us on

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